

Asia Asset Management announces new data venture powered by APX Stream

Hong Kong, September 13, 2021 – Asia Asset Management, Asia’s oldest journal on investments and pensions, has selected APX Stream as its preferred partner to launch its new Investment Management Data Marketing Solution.

AAM’s Publisher and Founder Tan Lee Hock says: “We are pleased to be working with APX Stream on this venture. As the largest independent publisher of investment data to the industry databases in North America and Europe, APX Stream is uniquely positioned to assist Asian asset managers to better manage and market their investment data.”

“The investment databases are now the first step in the due diligence process for manager search. It is absolutely vital for Asian managers to elevate data as a key asset in their global marketing strategy,” Tan says. “Our partnership with APX Stream will facilitate the data management process, from assembly and warehousing, to verification and distribution to the databases and other marketing endpoints.”

For nearly a decade, APX Stream has managed client database profiles across North America and Europe, in the industry’s leading asset manager databases. With expertise in data management and data marketing strategy, APX Stream is positioned to help the Asian investment management industry with greater visibility and brand recognition across the globe.

APX Stream’s President Richard Jackson says: “We’ve long believed that investment data is the ‘resume’ for asset managers in today’s industry. And unless that data is current, accurate, and consistently published across a broad cross-section of the industry’s databases, it makes success in this fragmented and highly competitive industry even more difficult.”

“Working with Asia Asset Management to bring our solution to Asia is an incredible honour. We have long admired AAM as an industry resource and its position as a thought leader in the Asian investment management market,” he adds.

APX Stream’s DataDrive is a robust, customisable database solution for all the quantitative and qualitative datasets that asset owners need to research throughout their due diligence/manager search process. The DataDrive enables seamless assembly, warehousing, verification and distribution of investment data to the databases, retention DDQs, and the broad library of a firm’s marketing collateral.

“Investors and asset owners of every type, from institutional investors, consultants, foundations, endowments to high-net-worth individuals, now leverage the power of the industry databases to help them identify promising asset managers with whom to work,” Jackson says. “If an investment manager wants to optimise their growth potential, they must have a database presence.”

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