

About Us

Adventy is a market leading research & analytics service provider offering comprehensive, innovative and cost effective solutions to clients across 5 continents and Wall Street disciplines.

Headquartered in New York City with offices in North America, Europe, Middle East and Asia, Adventy embodies our founding vision of being the standard bearing full service outsourcing firm to the financial services industry. Founded in 2003, the R&A division has grown more than 200% each year on the basis of our unrelenting focus on quality and customer excellence.

Clientele

- Financial services companies, including Wall Street firms (15 of the top 20 global investment banks, leading consulting firms, research houses, investment houses, hedge funds, VCs, private equity funds and fund of funds)
- Corporate houses, including a broad range of Global Fortune 1000 corporations



Buy-side / Sell-side Research



Equity Research

- Initiating coverage reports • Earnings updates
- Sector investment theses • Event impact analyses
- Modeling and valuation • Scorecards, alerts and early trend spotting • Technical and regression analyses



Credit Research

- Capital structure analyses • Fundamental credit analyses • Covenant analyses and term sheet reconstruction • Credit investment proposals
- Fixed income reports • Information memoranda
- Credit risk assessments • Generation of shadow ratings • Sector commentaries and peer comps
- LBO modeling • Relative value analyses
- Distressed analyses • Portfolio maintenance • Idea generation and opportunity identification • Tracking / valuing CDO, CLO and MBS pools



Asset Management and PE/ VC Support

- Global equities, credit, convertibles and commodities analysis
- Country / sector investment theses • Stock screening programs • Due diligence • Information memoranda and investor presentations
- Statistical analytics • Valuation models • Portfolio management
- Identification of trigger points and MIS

Business Research & Consulting

Business Research

- Country and industry analyses • Lead generation and deal sourcing
- SWOT and competitive landscape analyses • Company analyses
- Business due diligence • Newsletter development • Investor relations
- Database creation and maintenance • Financial and forensic analyses

Consulting

- Market sizing studies • Market entry strategy formulation
- Operational advisory • M&A target identification / restructuring and diversification • Best practice benchmarking • Business plan formulation • Operational excellence (vendor management, HR support) • Advertising support (demographic analysis and brand equity testing)

Investment Banking Support



Company Analysis

- Company profiles (financial, business and operational) • Standalone company modeling
- Company stock screening



Industry Analysis

- Industry profiles (overview, description and trend) • Operational metrics and specialized industry comps

Deal Related Support

- Transaction history • Pitch books • Proforma analyses of market events on companies
- Financing instrument analyses • Equity, debt and M&A comparable company analyses (comps)
- LBO and merger modeling • Fairness opinions on live transactions



Macroeconomics



- Thematic reports • Regulatory and policy formulation • Economic forecasting • Budget analyses • Monetary and fiscal policy analyses
- International trade and payments • Sovereign risk assessments
- Newsletters and updates



Analytics

Risk Solutions

- Application • Behavioral • Loss forecasting and fraud prediction
- Collections and recovery

Marketing Solutions

- Response propensity models • Attrition models for banks, telcos, insurance firms • Credit card activation, spend, revolve prediction
- Marketing ROI optimization • Cross branding / selling studies
- Campaign management and support • Customer life time value prediction

Consumer Study

- Customer predictive modeling solutions • Analyses of consumer needs, attitudes, demographic and behavior

Business Support

- Price elasticity modeling • Panel data analyses • Hypothesis generation, testing and analysis • Business metrics analyses
- Access to statistical, data management tools and web-based technologies

Primary Research

- Online surveys • Questionnaire e-mail
- Personal interviews • Telephonic interviews
- Focus group or consumer panels • Market launch / business expansion strategy support
- New product testing • Satisfaction - customer, product and services • Job satisfaction surveys
- Identification of niche services and products
- Investment decision support



Visual Communication Services

Research Publishing

- PowerPoint presentation support • Charts, graphs, diagrams and flow charts • Cover page design • Word and Excel templates for different research products • Marketing materials • Newsletters and research reports • Investor presentations • Brochures and flyers

Graphics & Animation

- Logo design • Interactive presentations • Booklets • Tear sheets • Marketing documents • Design conference material • CD presentations • Web and online media • 2D / 3D animation and voice effects

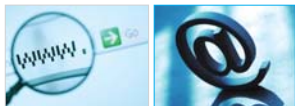
Web & Application Designing

- Web design • Website applications • Web template designs • Website maintenance • Web template customization



Application Development

- Building IT enabled platforms and applications to support research and financial service institutions • Examples: Stock screening models for hedge funds • Software for SME client management and deal tracking • High Yield debt covenant analysis; Web based application for trading desks



Advantage Adventity

More than 18,000 companies researched across all sectors & geographies

Senior Management with 150+ person years financial services experience

Team of 700 highly trained analysts

Strong industry relations and network across banks, brokerage firms, hedge funds, private equity firms, corporations and sector experts

Access to a large number of databases and research reports in addition to self-generated (proprietary) databases

Multi-lingual primary research and translation capabilities (including Japanese, German, Spanish, Arabic among others)

Custom creation of a "Virtual Analyst" team for each client that executes the "heavy lifting" for your in-house team

Enhanced screening of investment opportunities - broader range and deeper dives

Analytics capability enables us to draw statistically relevant insights and eliminate outliers (especially in B2C industries)

Deep expertise and domain knowledge across sectors, products, regions and economies

Cost effective staffing flexibility in variable workflow situations

Best practices and standardization of templates / models for ease of sharing across your firm

Significant Achievements

"BPO Innovator of the Year" in 2008-IndiaTimes Group



Ranked amongst the Top 10 Best Knowledge Outsourcing Firms globally in the 2008 Black Book of Outsourcing (Brown & Wilson)



Second round financing from Norwest Venture Partners, CIBC and DA Capital in Jan 2007 (largest VC investment in India in Q1 2007)

Selected as the joint venture partner for Noor Investment Group in 2008 to become the pre-eminent full service knowledge and business process outsourcing provider for the entire MENA region



Niket Patankar
Chief Executive Officer
Adventity Inc.
USA cell: 917-859-3924
niket.patanekar@adventity.com

Sankar Krishnan
Managing Director
Global Transaction Services
Phone: 212-679-8610,
USA cell: 917-753-7892
Canada Cell: 905-617-1429
sankar.krishnan@adventity.com

Adventity Inc.
444 Park Avenue South
Suite 1202
New York, NY 10016
Tel: +1 212 679 8610
Fax: 1-212-679-8613

Adventity BPO FZ-LLC
Office No. 106, Building No 7
First Floor, Dubai Outsource Zone
Dubai, United Arab Emirates
Tel: +971 507 352 510

Adventity India
Adventity House
C-2, Wagle Industrial Estate
Thane - 400 604, INDIA
Tel: +91 22 67 999 000

www.adventity.com

Research & Analytics



Buy-side / Sell-side Research | Business Research & Consulting

Investment Banking Support | Macroeconomics

Analytics | Primary Research | Visual Communication

Application Development

RESEARCH | PROCESSING | ANALYTICS

