

# PRISM

The first digital, quantitative platform dedicated to  
asset management RFPs

A tool designed by



# User's manual for the PRISM platform

- Introduction

PRISM is an internet platform developed by MySmartRFP.com to accelerate and simplify the process of preparing, communicating, responding to and evaluating an asset management tender.

As such, it is aimed at all market players, whether you are an institutional investor, a consultant, and therefore a contracting authority, or a management company.

## Methodology

For this tool, we started from the premise that the vast majority of the questions that are asked in a tender, as technical as those for asset management, can be summarized in purely quantitative form or as multiple-answer questions when the choices are limited. For example: Type of management: Active or Passive, Management Style: Growth, GARP or Value, etc.

In general, it is possible to identify the characteristics of a management by asking a limited number of well-targeted questions, divided into chapters corresponding to the different aspects of the questionnaire: Profile of the management company, management process, Risk, Performance, Price, etc.

The answers to these questions are noted and weighted by the contracting authority. Each set of questions results in a weighted average score for the corresponding chapter, which in turn is given a weighting defined by the contracting authority: e.g. Process Chapter 15%, Risk Chapter 20%, Price Chapter 30%, etc.

This methodology makes it possible to carry out a fully automated pre-selection and to draw up a reduced list of candidates who will then be asked to fill in a new, more qualitative questionnaire, this time to possibly go into more detail on certain points at the request of the contracting authority, or with a view to an oral presentation.

The direct online creation of an invitation to tender and the automatic evaluation of the first round save considerable time and resources. As a result, each call for tenders can now become universal, since the question of the time and resources required to evaluate it is no longer an issue.

## Business model

The PRISM platform does not charge anything to contracting authorities or consulting firms who wish to use it to launch calls for tenders.

For management companies, PRISM operates as a business contributor and as such charges user fees of 500 € HT to candidates who wish to use it to participate, and invoices the winner a percentage of the amount awarded.

- The 500 € user and admin fees allow:
  - Access to a fully quantitative response questionnaire

- To choose to post it in English for non-French speaking candidates
  - To Invite colleagues to come and fill in the part that corresponds to them, thus allowing several members of a company to fill in the questionnaire at the same time.
  - To save the answers and pause the project until you can resume it later
  - To benefit from an accelerated automatic analysis and a very quick response just after the closing of the call for tenders
  - To receive detailed feedback, indicating the score obtained and the relative ranking, both overall and by chapter, compared to other participants.
  - To validate your registration on our alert lists to be notified free of charge of the next PRISM Platform tenders.
- The business provider commission remunerates the PRISM platform and guarantees its total independence from the contracting authority at all stages of creation, validation, analysis and evaluation of the tender.

### **A word about PRISM**

We designed this platform after many years of responding to institutional calls for tenders and regretting the lack of a tool that would simplify and lighten the cumbersome, lengthy and resource-intensive process of a call for tenders.

We hope that this first version of the PRISM platform meets this objective and we welcome any suggestions and proposals for improvement. Do not hesitate to contact us to discuss this project.

The following pages show how to create a tender for an institutional account or a consulting firm, and then how to respond to it for a management company.

Good luck to the investors, and above all to the candidates!

The MySmartRFP.com Team

- **FOR THE CONTRACTING AUTHORITY:**

Your registration must be validated by the MySmartRFP.com team.

#### Step One: Definition of the Tender Profile

Once your registration has been validated as An investor or a consultant, you have access to the "contracting authority" dashboard where you may:

- create a new call for tenders
- follow your current call(s) for tenders
- access your past tenders.

If you click on "create a new RFP", you will be taken to the creation menu, which will first ask you to fill in a precise description of the subject of your RFP. This step is crucial as it will determine the profile of your product which will then serve as a benchmark to compare the different proposals of the candidates.

During this stage, you indicate the nature of the Call for Tenders, public or private, open or restricted, etc., and the visibility you wish to give it: universal, limited, targeted.

**In addition, the details specified in the Tender profile allow for the automatic creation of the standard Tender documents, i.e. the Consultation Rules and the Specifications (or COT, CCTP, CCTA, etc.). In the case of particularly complex tenders, these documents will be developed/completed with the MySmartRFP.com team**

#### Step Two: Template Choice

Once the profile has been saved, in the next step you may

- use an off-the-shelf standard tender template (AFG-AF2i type)
- Create your own questionnaire

You can decide to start from the common basis of an AFG standard tender and complete or modify the existing questionnaire as you wish to obtain the document you want.

#### Step Three: Questionnaire creation

To modify the existing questionnaire, simply choose the AFG model and click on "Add questions" and then select additional questions from our database of tender questions, which lists a wide range of questions typically asked by investors across all asset classes.

In the event that your tender requires questions that are not in the database, simply send us the new question and associated answers and we will add it to your questionnaire.

Once your questionnaire has been finalized, you can proceed to step 4

#### Step Four: Weighting and validation

This step allows you to weight the questions in each chapter using a scale from 0 to 20. This allows you to decide on the relative importance of each issue within the same chapter.

You can then weight the different chapters in % to specify their relative importance in the final score.

It should be noted that once the call for tenders has been issued, neither the weightings of the questions nor those of the chapters can be changed.

This is the final step in creating your RFP.

Once you have reviewed your Call for Tenders, the MySmartRTP.com team takes over for a final check and its publication, as well as the issuing of an alert, the posting online of the documents in the consultation file, the publication in an official journal such as BOAMP or TED in the case of a public procurement Call for Tenders.

Follow-up: Via the investor/consultant dashboard

The follow-up of the progress of your call for tenders is done from the investor's dashboard which:

- Keeps countdown to closing
- Displays the number of visitors who have read the Call for Tenders
- Displays the number of candidates who have registered to respond
- Displays the number of completed and validated responses

During the Call for Tenders, a question and answer window is opened for candidates to ask questions and have certain points clarified.

Once the closing date has been reached, the platform no longer accepts replies and analyses the dossiers validated by the candidates and then publishes an overall ranking, together with details of the ranking of each candidate by chapter.

Depending on the ranking obtained, the investor, who has undertaken to respect the order of the ranking of the 1st round, will then decide which candidates will be invited to submit an offer in the second round. A notification will then be sent to them by the PRISM Platform.

- **FOR THE MANAGEMENT COMPANY**

#### Step One: Account creation

Once the management company has become aware of the existence of a Call for Tenders through a legal notice or an alert sent by MySmartRFP.com, it connects by creating an account on the home page of the MySmartRFP.com site.

Please note that only one account can be created per management company. The creator of this account will be the coordinator of the response to the Call for Tenders, called the Master User. He will then be able to invite colleagues to create attached accounts so that several people can work together on the answer.

Once the account has been validated, the user has access to his own dashboard which shows him either the new Calls for Tenders, those that he is already responding to or those that he has already responded to before.

#### Step Two: Consultation of the file

The "New RFPs" tab contains the "tabs" corresponding to the new RFPs that have just been launched. Each tab contains both a brief summary of the characteristics of the product you are looking for and a link to download the entire consultation file. This allows management companies to discover all the technical specifications of a Call for Tenders in order to make an informed decision on whether or not to participate.

#### Step Three: Payment of user fees for the PRISM platform.

Each candidate who decides to participate will have to pay the operating costs of the PRISM platform.

#### Step Four: Answer

Once the payment has been validated, the applicant has direct access to the online quantitative questionnaire that he or she must fill in by ticking the answers that correspond to him or her, filling in the fields with the requested data and loading the various tables that he or she has to fill in.

These tables are proposed in the form of "Excel®" sheets, of which only the boxes to be filled in are editable, which the candidate must download and then reload on the platform once filled in.

It is possible by clicking on save, to temporarily save your answer, to resume work later.

During the response period and until a date specified in the rules of the consultation, each candidate has the opportunity to ask questions to the contracting authority, which will be compiled and answered anonymously. To ask a question, the candidate can use the "contact" link which sends an email to the PRISM platform team who will forward it to the contracting authority.

#### Step 5: Validation

##### Signature

When the candidate has finished answering the questionnaire, he or she validates his or her answer definitively and is then presented with a PDF version of the questionnaire that he or she must sign using the "sign" function of the Acrobat PDF software. He is then asked to load a scanned list of authorized signatures on the link provided for this purpose, one of which must correspond to the signature on the answer.

All the official declarative documents as well as the certificates of approval or licenses will only be requested from the candidates invited to participate in the second round except in the case of a single round tender.

With the help of the "contact" link, each candidate can also contact the PRISM platform team at any time for any question concerning its operation.

The MySmartRFP.com Team