



PRACTICE	RESEARCH INITIATIVE TOPIC	TARGET LAUNCH	PARTICIPANTS
HIGH NET WORTH	U.S. Bank/Trust, Asset Manager	1Q	Asset Managers
	U.S. Bank/Trust, Department	1Q	Sales Executives
	U.S. High-Net-Worth: Asset Management Opportunities	3Q	Asset Managers
	U.S. High-Net-Worth: Wealth Management	3Q	HNW Providers
INSTITUTIONAL	U.S. Corporate Defined Benefit/De-Risking	1Q	Pension CIOs/Investment Professionals
	U.S. Institutional Custom Solutions	1Q	Asset Managers, Investment Consultants, Insurance Companies
	U.S. Institutional Sales & Service Organizations	1Q	Institutional Asset Managers
	U.S. Investment Consultant	1Q	Investment Consultants
	U.S. Health and Hospital Systems	2Q	Healthcare Investment Professionals
	U.S. Institutional Sales Professionals Prospecting With Outsourced Chief Investment Officers (OCIOs)	3Q	OCIO Providers
	U.S. Outsourced Chief Investment Officer (OCIO)	3Q	OCIO Providers
	U.S. Insurance Pools, Insurers	3Q	Insurance CIOs and Investment Professionals
U.S. Insurance Pools, Asset Managers	3Q	Institutional Asset Managers	
INTERMEDIARY	U.S. Key Accounts	2Q	Head of key accounts
	U.S. National Sales Managers	2Q	NSMs/Heads of Distribution
	U.S. RIA Custodian	Semi-Annual	RIA Custodians
INVESTOR	U.S. Retail Direct Providers and Mutual Fund Supermarkets	1Q	Direct Providers
MANAGED ACCOUNTS	U.S. Exchange-Traded Funds Advisory Programs	Quarterly	Program Sponsors
	U.S. Mutual Fund Advisory Programs	Quarterly	Program Sponsors
	U.S. Proprietary Separate Account Asset Managers	Quarterly	Asset Managers
	U.S. Rep-as-Advisor Programs	Quarterly	Program Sponsors
	U.S. Rep-as-Portfolio Manager Programs	Quarterly	Program Sponsors
	U.S. Separate Account Programs	Quarterly	Asset Managers
	U.S. Sponsor Separate Account Programs	Quarterly	Program Sponsors
	U.S. Third-Party Managed Account Providers	Quarterly	Third-Party Providers
U.S. Unified Managed Accounts	Quarterly	Program Sponsors	
PRODUCT DEVELOPMENT	U.S. Alternative Investments	4Q16	Asset Managers
	U.S. Economics of Product Development & Pricing	1Q	Asset Managers
	U.S. Exchange-Traded Funds Strategists	1Q	ETF Strategists
	U.S. Exchange-Traded Funds Sponsor	1Q	ETF Issuers
	U.S. Products & Strategies	1Q	Asset Managers
	U.S. Subadvisory - Asset Managers	1Q	Asset Managers
	U.S. Subadvisory - Subadvisors	1Q	Subadvisors
	U.S. Target-Date Industry Trends	1Q	Retail Asset Managers
	U.S. Request for Proposal and Database Teams	3Q	Asset Managers



PRACTICE	RESEARCH INITIATIVE TOPIC	TARGET LAUNCH	PARTICIPANTS
RETIREMENT	U.S. Defined Contribution Investment Only	2Q	Asset Managers
	U.S. DC Recordkeeper	2Q	Asset Managers/Recordkeepers
	U.S. Retirement Third-Party Administrators	2Q	TPAs
	U.S. Variable Annuity, Insurers	3Q	Insurers
	U.S. Retail IRA	Semi-Annual	Asset Managers/Recordkeepers
GLOBAL	Global Request for Proposal (RFP)	2Q	Retail and Institutional Asset Managers
ASIA	Asian Fund Selectors	1Q	Fund Distributors
	Asian Distribution Dynamics	1Q	Retail Asset Managers
	Asset Management in Southeast Asia	1Q	Retail and Institutional Asset Managers
	Institutional Asset Management in Asia/Asian Insurance Industry	3Q	Institutional Asset Managers
EUROPE	European Alternative Products and Strategies	4Q16	Retail and Institutional Asset Managers
	European Cross-Border and Domestic Distribution	4Q16	Retail Asset Managers
	European Hedge Fund Manager	4Q16	Hedge Fund Managers
	European Insurance Asset Manager	4Q16	Insurers
	European Institutional Dynamics	1Q	Institutional Asset Managers
	European Defined Contribution	2Q	Institutional Asset Managers
	European Global Financial Institutions	2Q	GFI's
	European Marketing and Sales Organization	2Q	Retail Asset Managers
RELATIONSHIP MANAGEMENT	Research Users Survey (RUM)	3Q	Regular Users of Third-Party Market Research

## WHAT ARE CERULLI RESEARCH INITIATIVES?

Cerulli research initiatives consist of confidential interviews and surveys focusing on asset management and distribution trends in the financial services industry around the globe. Research interviews, conducted by Cerulli analysts, are an exchange of ideas and generally last 30 minutes to one hour. Our surveys typically range from 15–30 quantitative and qualitative questions. Participants are compensated through deliverables such as related research, key findings, or benchmarking reports.

## HOW WILL CERULLI USE YOUR DATA?

All responses are aggregated to protect the anonymity of specific firms and respondents. Data collected is used across all Cerulli publications.

## HOW CAN MY FIRM PARTICIPATE?

Email us at [surveys@cerulli.com](mailto:surveys@cerulli.com) or visit the link below and select the initiatives you would like to participate in. We will follow up with you shortly.

## BENEFITS OF PARTICIPATING

Participation benefits vary depending on the topic and length of the initiative and may include the following:

### Key Findings

All research call participants and some survey participants will receive complimentary key findings from the related research report. These comprise of select exhibits, which may include explanations and key implications.

### Custom Survey Report

Within a few weeks after the survey closes, participants will receive a report highlighting their firm's responses relative to the survey universe. This analysis is useful for strategic planning and decision-making.

### Complimentary Research

Participants may receive research, such as a complimentary Cerulli Edge, relevant to the survey topic immediately upon completion of the survey.

## LEARN MORE

For more information about Cerulli research initiatives, please contact:

[survey@cerulli.com](mailto:survey@cerulli.com)



**CERULLI**  
ASSOCIATES

Research | Analytics | Consulting

**CERULLI ASSOCIATES**

[info@cerulli.com](mailto:info@cerulli.com)

[www.cerulli.com](http://www.cerulli.com)