



FUSE Research Network LLC  
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### **FUSE Research Network is on the Move**

*February 10, 2011, Needham, MA* – To accommodate its growing business, FUSE Research Network (FUSE) has moved to new office space. The new offices are located at 200 Highland Avenue, Suite 402, Needham, MA 02494.

FUSE, which offers decision support to asset management firms, has seen increased demand for its services as investment firms focus on improving the productivity and effectiveness of their sales, marketing and product management groups. Given its ability to provide clients with immediate answers to critical business issues, FUSE is building its client base at a remarkable pace as traditional data and study providers have failed to evolve.

“Asset managers understand they can’t rely on the market’s recovery to return their businesses to pre-crisis levels, and are in search of ways to increase margins through more efficient deployment of resources,” said T. Neil Bathon, founder of FUSE. “This changing mentality has increased the need for objective, candid and tangible guidance – and that is what FUSE delivers.”

To support the growing needs of its clients, FUSE plans to increase staff in 2011. Among the support roles that FUSE seeks to fill are research analysts and content developers.

“The new space affords us the opportunity to increase our staffing in order to accommodate our client growth. Superior client service is of paramount importance to FUSE and it sits at the foundation of our offering” noted Michael Evans, President of FUSE.

FUSE addresses the needs of asset managers from several perspectives, including:

- **Competitive analyses** that allow firms to compare themselves against their most similar peers

- **Concise reports** that assess product and distribution trends and provide tactical advice for addressing timely issues
- **Benchmarking studies** that examine functional areas, from product management to marketing, and identify best practices for improving productivity and efficiency
- **Customized projects** that provide objective analysis and candid feedback on specific issues and opportunities

“We look forward to expanding in our new location, but as always we will be accessible to our clients in Boston and around the country,” said Bathon.

The new contact information for FUSE for FUSE personnel is:

- Neil Bathon: 781-400-5345
- Michael Evans: 781-400-5538
- Sam Campbell: 781-400-5639

The new address is:

200 Highland Avenue, Suite 402  
Needham, MA 02494

For more information please contact Michael Evans at 781.400.5538.

## **About FUSE Research Network LLC**

FUSE Research Network was launched with the view that research and consulting support for asset managers has failed to evolve with the changing needs of the client. The future competitive environment will demand that clients make important business decisions within shorter and shorter timeframes.

In order to support clients in this setting, FUSE provides a dynamic research platform that covers our clients' current and future decision areas (strategic and tactical). Our goal is to become an invaluable business partner through the delivery of highly informed and forward-looking recommendations that are among the critical inputs our clients need to optimize results.

### **INNER WORKINGS OF FUSE**

It is the goal of FUSE to develop a level of partnership with each client that transcends traditional vendor relationships. In order to achieve this, the day-to-day activities of FUSE are guided by the following principles:

- Ardent Client Advocacy
- Absolute Candor and Objectivity
- Incisive and Tangible Guidance

Our ability to adhere to these principles is supported by our commitment to constantly be looking for ways to improve our support offerings through ongoing feedback and innovation. In addition, we will take steps to insure that FUSE staff members are among the best informed in the business so as to achieve a thought leadership position on the behalf of clients. Finally, we will provide a superior level of client service that sets FUSE apart from all other decision support firms. It is important to note that the FUSE service model accepts the fact that we do not have all of the answers in-house but our network of contacts, which is one of the best in the industry, helps to insure that we will always know someone who does.

### **Other Differentiators:**

- Formal evaluation of client needs to initiate relationship
- Customized service offering
- Dynamic research support...not static annual updates
- Proactive advice, guidance, and recommendations
- Formal periodic review of service and support