



Product Name - Brand Verification and Validation, or BVV

Product Description – BVV is an online platform that allows users to design, monitor and access data and business intelligence when your firm’s name or legal entity identifiers are being used in regulatory filings. We are happy to discuss reconciliation tools as required.

Product Benefits – BVV lets you protect your firm against the unauthorized or false use of your good name. It is a practical and cost effective way to eliminate the form of risk that has been exploited by bad actors who know that the SEC does not verify or validate the data provided in regulatory filings. There has been an increase in the misuse of brand names by bad actors who have perpetrated financial fraud on unsuspecting investors who see your firm’s name on a filing and assume it is correct.

Product Features

1. **Form Entity Identifier Coverage** – BVV fully parses the data found in 35+ US and Non-Us regulatory filings, structures the data and searches for your name and legal entity identifiers that represent your name.
2. **Data-Coverage-Quality Control** – BVV data and business intelligence is derived from Convergence’s Knowledge Center which contains 6,500 proprietary and non-proprietary data fields structured by Convergence into 36 subjects that define and standardize the measurement of business activities in 55,000 global investment advisers. The Knowledge Center maintains original data from hundreds of thousands of regulatory filings made by global investment Advisers over the past 13 years.
3. **Independence** – BVV is independent and adds objectivity to the active monitoring process you use to protect your brand.
4. **Convergence Data as a Service** – Our DaaS service can support you at every stage of your BVV process. You specify the business intelligence you seek and we set up the data and platform.

Product Users –Audit Partners and Compliance and Risk Management Groups

Get in touch to learn more about BVV

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