



Financial Institutions Research Series

**An Initial Overview of
the Cash Investments &
Bank Savings Products Market:
An Industry in Evolution and/or a
Profitable Niche Business?**

(Table of Contents)



August 2010

TABLE OF CONTENTS

EVOLUTION OF THE CASH INVESTMENTS & BANK SAVINGS PRODUCTS INDUSTRY

Market History
Early Phase
Innovation Phase
Restructuring Phase
Market Definition
Cash Investments
Bank Savings Products
Market Growth.....
Firms
Accounts.....
Assets Under Management.....
Net Flows.....
Revenues
Net Profits.....
Leading Cash Investments & Bank Savings Products Companies
Accounts.....
Assets Under Management.....
Net Flows.....
Revenues
Net Profits.....

MARKET SEGMENTATION

Cash Investments
Bank Savings Products

MARKETS & DISTRIBUTION CHANNELS

Direct Distribution
Online Financial Services
Financial Advisor Markets.....
Retail Banks
Full-Service Brokerage
Independent Broker/Dealers
Fee-Based Financial Advisors
Other Financial Advisors
Life Insurance Company & Agencies
CPA Firms
Property & Casualty Insurance Agents
Mortgage Brokers
Upscale Channels.....
Private Banks
Money Managers.....
Investment Banks & Boutique Broker/Dealers
Sports Agents & Entertainment Managers
Other Boutique & Upscale Firms
Investment Consultants
Processing Banks
Institutional Markets

Defined Contribution Plans	
Defined Benefit Plans	
Endowments & Foundations	
Corporate Cash & Treasury Services.....	
Sovereign Wealth Funds & Other Foreign Investors	
International Markets.....	
English Speaking Countries Markets	
Europe, Middle East, & Africa Markets.....	
Asia Pacific Markets.....	
Latin America Markets	
Offshore Markets	
<u>FUTURE PREDICTIONS OF THE CASH INVESTMENTS & BANK SAVINGS PRODUCTS INDUSTRY</u>	
Slow Decline of Money Market Funds & Shift Back to Bank Savings Products.....	
Continued Evolving Product Structure Shifts	
Increasing Importance of Direct Distribution & Institutional Channels	