

# What's the difference between Research with a Central Investment Proposition and without?

Last Modified on 15/11/2021 4:42 pm GMT

**Central Investment Propositions** are created within the **Investment Pathways** area.

You can configure **Platform & Off Platform Products, Portfolios, Fund Lists** and **Segments** under the CIP.

Multiple segments can be created, these segments can consist of products, portfolios, funds & adviser fees. Users can be assigned to one or more of those segments.

When creating Research with a CIP, you will be asked to select a segment once the details of the research is entered. Only Platform & off Platform Products, Portfolios & Fund Lists assigned to a segment in the CIP will be available in the research.

A user can be setup with permissions to select a segment or run Whole of Market research. If a user has not been assigned to a segment, research will be Whole of Market by default.

---