

Solutions for Prime Brokers

Broadridge's unique set of solutions enable prime brokerage firms to expand the capabilities they can offer hedge fund clients, while improving the cost efficiency, competitiveness, and scalability of their own businesses. Developed on an open architecture and messaging infrastructure, Broadridge easily integrates with a prime brokers' existing in-house solutions, including execution management systems, accounting engines, risk systems, and reporting tools.

Broadridge's flexible front to back office product suite is designed for the evolving needs of prime brokerage firms.

Why Broadridge?

- Fully-integrated suite of front-to-back office systems
- Sophisticated front- and middle-office tools help prime brokers win mandates and increase client wallet share
- Enable users to streamline middle- to back-office functions to improve operational efficiencies and cut costs
- Functionality and service model fully supports North American, European and Asian hedge fund needs
- Scalable platform frees prime brokers to efficiently grow their business
- Software available as a hosted ASP or locally deployed solution

Business Advantages

By leveraging Broadridge's solution set, prime brokers can:

Expand product capabilities to attract and retain clients

Sophisticated technology tools allow prime brokers to increase the value they bring to customer relationships, by enhancing the products and capabilities they can offer hedge fund clients, and help improve funds' performance.

Prime Broker Benefits

- Multi-asset class front end to drive order flow to all trading areas in the firm
- Support additional asset classes seamlessly
- Enhance service levels and reporting capabilities for clients and internal use
- Global deployment model supports demands of multi-strategy fund

Hedge Fund Client Benefits

- Enhance fund's trading and control functions by bringing all activity across asset classes and prime brokers together in a real-time OMS/PMS
- Multi-asset class platform gives funds flexibility to expand product coverage
- Industry-recognized platform helps institutionalize a fund's processes and aids in investor due diligence

Increase efficiencies and reduce costs

Heightened process automation results in internal operating efficiencies, fewer errors, and lower market and operational risk exposures.

Prime Broker Benefits

- Significantly reduce cost of ownership and maintenance of Advent's Geneva® and SunGard VPM™
- Improve operational efficiencies and increase straight-through processing (STP) levels
- Enhanced reporting and aggregated data improves service and internal decision making
- Better technology and integration with clients lowers market and operational risks
- Enhance governance around reference data and pricing

Hedge Fund Client Benefits

- Multi-prime platform significantly decreases funds' technology, integration, and operating expenses
- Ability to mirror and reconcile to prime brokers and fund administrators, and produce a shadow NAV minimizes the frequency and duration of any problems
- Data warehousing and reporting improves service to internal users and investors
- Security and stability afforded by strong disaster recovery capabilities



Broadridge®

Differentiate Your Offering with Client-Facing Technology

Portfolio Master

Multi-asset class Order (OMS), Risk and Portfolio Management System (PMS)

Broadridge's Portfolio Master combines multi-asset class OMS, Risk and PMS functionality. This powerful combination allows your firm to centralize and streamline order management from decision support & trading to report generation in a single application. The OMS-PMS and Risk combination offers historical position keeping, net asset value (NAV) generation and light accounting with Risk Management, in addition to traditional OMS functions, like order origination, pre/post trade compliance, routing and execution, and portfolio rebalancing.

Analytics Master

Customizable reporting and data warehouse management

Broadridge's Analytics Master is a comprehensive data aggregation warehouse, reporting, and reconciliation tool. With Analytics Master firms can easily aggregate front-, middle-, and back-office information into a single reporting solution, allowing you to manage, maintain, and report on all key financial data across your entire enterprise, resulting in improved data consistency and accuracy. Analytics Master features an extensive library of operational, exposure, and financial reports, with the flexibility for users to customize templates and reports.

Boost Operational Efficiencies

Security Master

Centralized reference data management

Broadridge's Security Master is a global reference data repository developed to centralize and manage security terms and conditions across your entire enterprise. Security Master allows you to combine, arbitrate, and cleanse external data vendor and internal data sources to create a single "golden copy" reference database that all downstream systems can leverage. By centralizing the management and distribution of security and corporate action information, Security Master ensures better data consistency, integrity, and accuracy across your firm.

Price Master

Centralized pricing and valuation management

Broadridge's Price Master is a global repository of pricing and market data, developed to support the complex pricing and valuation requirements of today's firms. Price Master automatically collects and stores pricing and market data from third-party sources such as data vendors, broker files, spreadsheets, text files, and emails. Our solution provides a flexible user interface for analyzing time series price information, variances, and sources, creating custom pricing rules based on firm-wide policies and compliance requirements. It also maintains historical pricing and valuation data for auditing and compliance reporting.

Regulatory Reporting

Automates the complex data aggregation and reporting processes

End-to-end software solution that automates the complex data aggregation processes required to meet the hedge fund industry's reporting obligations like Form PF. Our solution integrates Analytics Master and Security Master with Advise Enterprise Server and Form PF Workbook.

Credit Master

Complete front-to-back bank loan administration

Broadridge's Credit Master automates and streamlines firm-wide bank debt processing and administration functions. It provides complete trading and operational support for bank loan processing, including portfolio analysis, trade capture and workflow management, global transaction entry, settlement and closing, multi-currency and P&L reporting, cash management, compliance, and document warehousing. Credit Master operates as a standalone application or in combination with the Broadridge solutions suite, and is tightly integrated with both Advent's Geneva® and SunGard VPM™, allowing seamless facility setup, credit contract data, global transactions, pricing, cancel/correct processing, and detailed accounting entries.



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