

Solutions for Fund Administrators

Expand Your Hedge Fund Services While Increasing Your Operational Efficiency

Broadridge offers integrated client-facing and operational software capabilities providing fund administrators the tools to address the mission critical requirements of their hedge fund clients. Our front- and middle-office technology capabilities help firms expand and differentiate the range of services they offer to hedge funds—helping win mandates and increasing assets under administration. Plus, Broadridge's heightened process automation results in internal operating efficiencies and reduces market and operational risk exposures.

Broadridge's integrated solution set is designed to meet the needs of fund administrators' evolving requirements.

- New revenue opportunities by offering client-facing reporting, trade capture and OMS tools
- Streamlined middle- to- back office functions—improving internal operational efficiency and cutting costs
- Global support model
- Supports all asset classes
- Reduce technology development and maintenance expense
- Over 20 administrators rely on our technology

Ability to increase revenue

- Ability to expand offering into front- and middle-offices services represents new revenue opportunities for many fund administrators
- Distribution models that allow a fund administrator to benefit economically from referring or distributing Broadridge solutions to funds

Optimized product capabilities to attract and retain clients

- Offer front- and middle-office technology on a bundled or pass-through basis
- Support additional asset classes seamlessly allowing fund administrators to expand their offering
- Improve competitive positioning with functionality like loan administration support, Form PF, risk reporting and client portals
- Enhance service levels and reporting capabilities to clients
- Leverage a functionality and service model that fully supports North American, European, and Asian fund administrator's needs
- Allow fund administrators' to provide utility to clients with multiple administrator relationships through ASP that have multiple administrator relationships

Improved efficiency and operating margin

- Provides operating scale by creating significant cost reduction opportunities
- Reduces cost of ownership and maintenance of Advent Geneva and SunGard VPM.
- Decreases technology and development spend enabling focus on true differentiators
- Enhances service and internal decision making with better reporting and aggregated data
- Standardizes all functions on a common reference data source reducing errors and exposure
- Improves technology and tightens client integration decreasing market and operational risk
- Delivers reconciliations directly into clients' data warehouses

“With the implementation of Broadridge's front-, middle- and back-office platform and an upgrade of its existing fund accounting system, Advent's Geneva, this fund administrator brought together previously fragmented processes to streamline its operations. At the same time, it significantly upgraded service to its own clients with interactive online reports and a new offering to help funds automate regulatory filings. Overall, through consolidation and streamlining, the administrator has become more efficient, in some cases reducing STP levels. The firm decreased its technology and operating costs by over \$10 million annually, while significantly expanding its service offering.”

- Excerpt from a Global Fund Administrator Case Study



Broadridge®

Differentiate Offering With Client-Facing Technology

- **Portfolio Master - Multi-asset class order and portfolio management.** Available as a fully hosted or on-site deployment, Portfolio Master is a multi-prime and multi-asset class trade order and portfolio management system. Its powerful functionality allows firms to provide clients with cutting-edge order creation, execution, real-time P&L, allocation, NAV reporting, and counterparty file exchange and reconciliation capabilities.
- **Analytics Master - Enhance reporting with customizable reporting and data management.** Analytics Master is a comprehensive data aggregation warehouse, reporting and reconciliation tool. It consolidates information from multiple sources into a centralized and customizable firm-wide reporting and data analysis application, providing easy management and automation of the entire reporting process. Analytics Master also delivers enhanced reporting functionality via the web, giving clients the flexibility to generate and customize their own reports.
- **Price Master - Streamline independent pricing and valuation functions.** Price Master enables administrators to centrally manage and audit pricing and valuation rules. Our solution aggregates pricing and market data from multiple sources, and features a flexible user interface that allows administrators to apply fund-level rules for striking fund-specific end-of-day marks. It also maintains historical pricing and valuation data for auditing and compliance reporting.
- **Order Management Solution (OMS) - Global, multi-asset, multi-strategy class order management.** Used by leading hedge fund managers globally, OMS provides a flexible and scalable solution for managing the entire investment process from order generation and real-time analysis to NAV reporting. Our solution manages trading and order management across all asset classes and geographies.

Boost Operational Efficiencies

- **Hosting and Integration** - Cost-effective managed hosting services with Broadridge's comprehensive, modular suite of front-, middle- and back-office applications. Superior reporting, reference data, pricing & valuation and multi-asset class trade order management solutions that are fully integrated with all versions of Sungard VPM and Geneva®.
- **Security Master** - is a global reference data repository that allows firms to easily manage multi-asset class security set-up, on-going security maintenance, terms and conditions updates, and corporate action processing. Centralize and automate the security set-up process, reducing operational costs associated with the introduction of new securities, asset classes and strategies, and providing administrators with the flexibility to adapt to the changing requirements of their client base.
- **Regulatory Reporting (Form PF)** - 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.
- **Analytics Master** - Enhance reporting with customizable reporting and data management. Analytics Master is a comprehensive data aggregation warehouse, reporting and reconciliation tool. It consolidates information from multiple sources into a centralized and customizable firm-wide reporting and data analysis application, providing easy management and automation of the entire reporting process. Analytics Master also delivers enhanced reporting functionality via the web, giving clients the flexibility to generate and customize their own reports.
- **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.
- **Hosting Services** - Our global hosting model allows us to deliver services in North America, EMEA, and Asia Pacific.
- **Workflow Solutions** - A range of solutions, including:
 - A) Centralized workflow and scheduling utility to manage and monitor the various activities across the infrastructure
 - B) Web-based portal for flexible reporting and easy Internet access
 - C) Flexible data import utility (ETL) that supports business users in creating custom imports into Broadridge solutions and Geneva® products



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