

# FULLY INTEGRATED ASP SOLUTION FOR HEDGE FUNDS

## SunGard's VPM Integrates with Bloomberg's Hedge Fund Solution

As an emerging hedge fund, a robust and scalable solution that is cost effective can make the difference in your firm's ability to attract new capital while meeting your investor demands.

SunGard's VPM and Bloomberg have aligned to offer a fully integrated platform that supports the front, middle and back office needs of hedge funds and emerging managers.

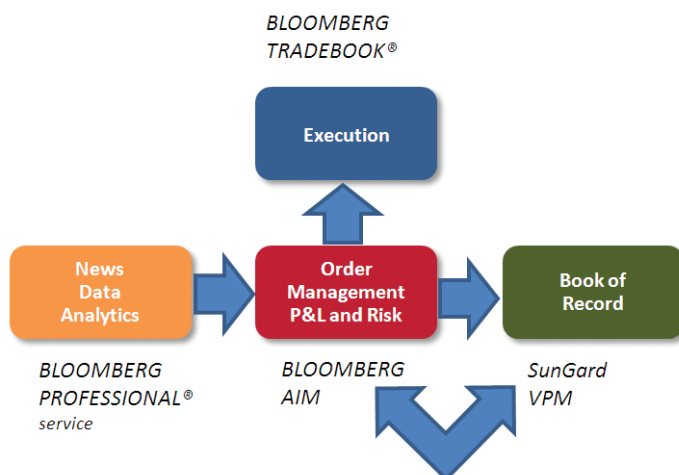
The fully integrated ASP solution combines VPM, SunGard's portfolio accounting and reporting solution, with Bloomberg's buy-side order management system, Asset & Investment Manager (AIM) and Bloomberg's execution platform, BLOOMBERG TRADEBOOK® via the BLOOMBERG PROFESIONAL® service.



- **Operational Efficiency:** Integrated front, middle, and back-office ASP solution which incorporates OMS, EMS, general ledger accounting and click-through reporting.
- **Enhanced Transparency:** Bridging the front to back office operations allows for a streamlined process that enables firms to monitor risk across the trade lifecycle while allowing firms to accurately report on general ledger detail.
- **Industrial Capability with Low Upfront Cost:** As your firm expands, the integrated ASP solution will provide the flexibility in staying ahead of the curve with a robust, feature rich offering that can grow as your current and future needs change.

### Full Integration

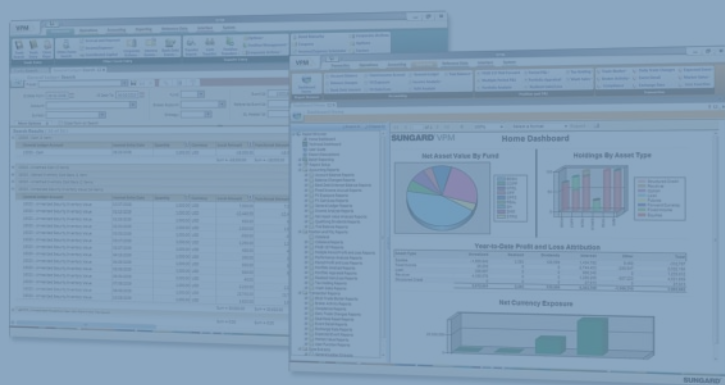
The ASP solution provides a complete hedge fund offering through connectivity to all major prime brokers and fund administrators; pre-integrated executing tools, real-time P&L exposures, click through reporting, and access to general ledger detail which stores all investment activity for a complete audit trail down to the tax lot level.



Working with VPM and Bloomberg ensures your investors that you are addressing their concerns by reducing investment and operational risk through increasing firm wide transparency.



BLOOMBERG TRADEBOOK: Agency and trading platform



SunGard's VPM: Portfolio accounting and reporting platform

## Integration Features:

### Research, Market Data, Analytics

Through your subscription to the BLOOMBERG PROFESSIONAL service you can access all of the information needed to make investment decisions.

### Order Management System

Bloomberg AIM is award-winning order management technology<sup>1</sup>, fully integrated into the BLOOMBERG PROFESSIONAL service providing a complete turn-key, multi-asset class, multi-prime broker OMS solution. It provides a complete front-end package with market-leading solutions for strategy management, compliance, financing, trade settlement, portfolio analysis, order management and electronic trading.

### Agency Brokerage and Trading Platform

BLOOMBERG TRADEBOOK is a top-ranked agency brokerage for strategy execution technology<sup>2</sup>, integrating execution strategies into both Bloomberg AIM and Bloomberg analytics. Providing a comprehensive front-to-back, best-of-breed execution, enterprise, research, clearing and settlement solution for equities, futures, options and foreign exchange instruments.

### Portfolio Accounting and Reporting Platform

VPM is a leading portfolio accounting and reporting platform; and maintains a full general ledger which stores all investment activity with a complete audit trail and promotes transparent click through reporting at the tax lot level.

<sup>1</sup>Award Winning OMS:

Buy-Side Technology magazine awarded AIM the Best Implementation at a Buy-side Firm for 2009.

<sup>2</sup>Top ranked Brokerage:

Institutional Investor broker league tables 2009. Bloomberg Tradebook ranked:

#1 Global Equity Trading (ex-U.S.)

#1 NYSE Equity Trading

#2 NASDAQ Equity Trading

Rank was out of 2,000

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