



**SUNGARD**

ASSET ARENA  
INVESTMENT ACCOUNTING

Global Investment  
Accounting and  
Reporting

## FUTURE GROWTH IN SPENDING FOR PORTFOLIO SYSTEMS REFLECTS:

- a tighter regulatory environment making greater demands on firms for automation, reporting and risk analysis,
- greater availability of solution deployment options such as ASP/SaaS which lower implementation costs,
- solution replacement from antiquated technology that has not kept up in areas such as derivatives handling, client reporting, and work flow management.

Source: Aite: Leading Portfolio Systems, European Edition, June 2010

“One hundred and fifty Allianz Global Investors France staffers use Asset Arena. We’ve seen incredible benefits since incorporating this solution in 2001.”

Jean-Marc Voisin, head of IT,  
Allianz Global Investors France

## OUR FOCUS: HELPING YOU INCREASE YOUR OPERATIONAL EFFICIENCY

Investment operations can help contribute to your firm’s overall investment management success. True operational strength can enable an asset manager to address new sources of alpha, protect the generated alpha, minimize the cost of operations and provide accurate and transparent information to investors. Investment accounting is critical to the pursuit of operational efficiency. With the right technology in place, you can not only streamline your processes, but also contribute to your organization’s bottom line.

### Optimise your operational efficiencies with Asset Arena Investment Accounting

- Multi-regulations (Local, European, Global)
- True multi-lingual dimensions
- Supports all types of portfolios (Collective investment schemes and institutional investment portfolios)
- Extensive functional coverage: easy integration with external systems or other SunGard systems thanks to a flexible format of APIs
- Scalability: used by a wide range of customers – from small asset managers to large TPAs
- Flexibility: standard parameterization package
- Enhanced reporting capabilities (Client Portal on top of data warehouse)
- Large volumes supported
- Operational efficiency
- Quality of service
- ASP or installed

There are profound differences in the technology choices available today – choices that either mean settling for the status quo, or driving you forward with technology enablement and innovation

where it matters most. Managing today's complexity, increasing efficiency, mitigating operational risk and improving flexibility are all crucial to your business.

The closer you look at Asset Arena Investment Accounting, the clearer your choice will be. This is especially true if you want more than a standard set of system features and functions, and even more so if you need a proven solution with new, more effective ways to meet the sophisticated demands of today's operations.

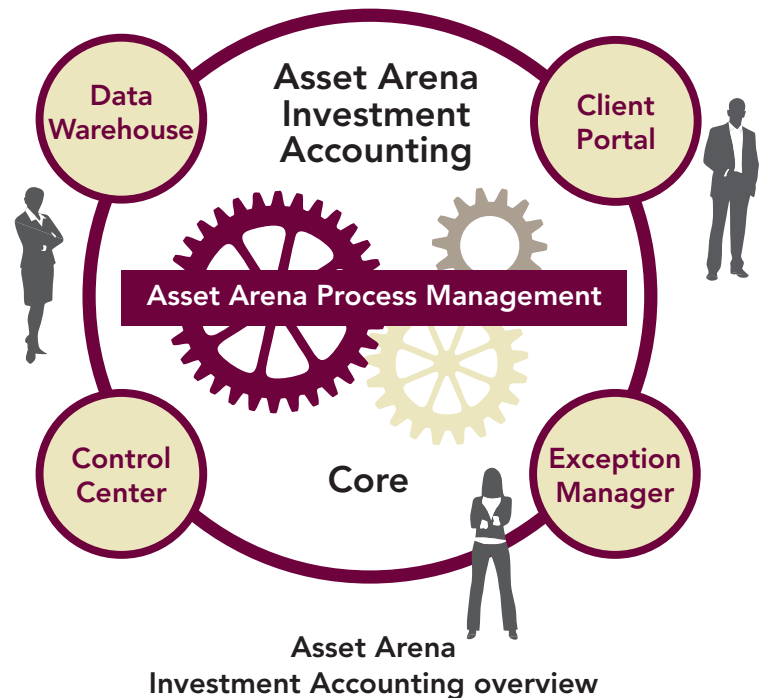
Efficiency is a key benefit of every investment accounting system performing functions such as calculating NAVs, daily accruals of income, amortization and impairments, expenses, management fees, performance fees, cash movements and the profit and loss of investment portfolios.

Yet there are multiple dimensions to operational efficiency. It could mean completing tasks faster, or handling increased volume while staying on schedule. Or it could mean growing your business while maintaining or even increasing operating margins, all while meeting your need for precision, transparency and accuracy.

Asset Arena Investment Accounting delivers all these operational efficiency benefits and more:

**Work smarter** – One of the most critical yet time-consuming functions in today's back-office is managing exceptions. Our Asset Arena Exception Manager module will allow you to apply business rules to accounting data, which automates the entire process of identifying exceptions, so your staff can spend more time analysing and clearing exceptions instead of searching for them.

For example, if the earned income on a fund increases significantly from one



day to another, Exception Manager will flag it, prioritise it based on its impact and determine the seniority level of the person needed to clear it with a notification process. Exception Manager can help your team work faster, expand your processing volume and establish standardised controls – all helping to minimise potentially costly errors.

**Report smarter** – Many investment accounting solutions have robust reporting capabilities, allowing you to produce online data inquiries, cash management, portfolio segmentation and valuation reports. Asset Arena Investment Accounting takes reporting to another level with an outside the box approach that can consolidate data from multiple sources to deliver more meaningful and insightful information.

Asset Arena Client Portal, our reporting and data extraction module, opens the door to a new, broader range of reporting, which in turn, facilitates more effective client reporting. Through a powerful combination of data dictionary, data extraction engine, and report representation engine, Client Portal Toolkit simplifies the process of collecting data and presenting it in a wide variety of formats accessible through the web.

**Perform smarter** – Even the most powerful and robust system processing capabilities are still dependent on the flawless execution of manual business processes. With Asset Arena Process Management you can raise the operational effectiveness of your organisation to an entirely new level of productivity and responsiveness. Asset Arena Process Management automates manual steps using a process model that becomes transparent to users, developers and managers. For example, instead of relying on paper-based checklists, you can clearly define and automate all steps in the daily, monthly and quarterly valuation cycles. In turn, Asset Arena Process Management establishes standardised processes, which increases user efficiency while enforcing rigid accounting controls.

“Asset Arena is helping us to increase our operational efficiency, and through comprehensive reporting capabilities, provide a greater degree of transparency to our clients.”

**Jelmer van der Meulen, managing director, Wegelin Fondsleitung AG**

Better still, Asset Arena Process Management’s web-based dashboard functions as a business activity monitoring tool that allows managers to see work in progress, be alerted to potential issues and know when every step has been completed. Process Management enables your operations to be more proactive and manage work in real time, rather than relying on after-the-fact reports or completed transactions. You gain unprecedented levels of process and information transparency and system, as well as operational agility.

## HELPING YOU MEET TODAY’S CHALLENGES

Against the backdrop of trends such as increasing complexity of investment products, greater regulatory burden, and convergence between traditional and alternative investments, Asset Arena is proving its value with firms like yours everyday in an extremely challenging global environment.

Our browser-based Asset Arena Investment Accounting platform delivers everything you’d expect from a world-class solution, such as an integrated general ledger, full multi-currency functionality, mutual and pension fund accounting, insurance investment accounting, multi-currency share classes, together with pooled funds, multi-manager, and master/feeder structures. But with Asset Arena Investment Accounting, this is just a starting point. In order to deliver on the promise of truly adding value that translates into a competitive advantage, we continually focus on exceeding your expectations. Ultimately, Asset Arena Investment Accounting delivers unrivalled benefits because our solution creates greater synergy between technology, processes and people. For you and your organization, a modern investment accounting solution will not only result in increased efficiency and accountability, but it will unlock the potential for all your staff to work smarter and to uncover newfound ways to save time and reduce costs.

### Key features include:

- Multi-currency / multi-class accounting with hedging capabilities
- Master / Feeder structures
- Fund pooling
- Customizable accruals and amortization
- Flexible pricing policies and currencies
- Interfaces to third-party price and data providers
- SWIFT Connectivity

## LOCAL EXPERTISE PROVIDED EVERYWHERE

In addition to automating the processing of assets based on multiple currencies and jurisdictions on a single global platform, our investment accounting system features specialised and localised modules that support as example:

- Open End Investment Companies (OEICs)
- Separate Accounts
- Life and non-life Insurance Investments
- Pension Funds
- Pooled Funds
- Regulatory features including: IAS, CIRC, EUSD, German tax figures, TER/PTR



**Investment Accounting:  
complementary products**

## ON TOP OF TECHNOLOGY

Asset Arena Investment Accounting is easily configurable to support our customers' unique needs. The underlying technology allows for simplified integration with internal and external systems, enhanced data access and dissemination.

Platform-independent and scalable, our solution's message-based integration with third-party systems and data sources helps customers achieve straight-through processing quickly and cost-effectively. A meta data-driven architecture, which powers advanced "search" and "help" functions, also allows customers to tailor the user interface without modifying source code and create reusable data views for reporting.

Asset Arena Investment Accounting easily integrates with other SunGard back-, middle- and front-office solutions, as well as provides open messaging APIs and connectivity to other applications.

A major differentiator of Asset Arena is that it brings together other SunGard solutions under a common framework by leveraging collaboration technologies such as Common Services Architecture (CSA) and Services Oriented Architecture (SOA). The result is a scalable platform that combines power and agility, speed and accuracy, flexibility and risk mitigation – all while supporting a comprehensive range of asset servicing needs.

"The asset management business will be called upon to develop innovative products that help clients fulfill their investment objectives. (Who else has the expertise?) The successful firms will navigate the regulatory labyrinth, even with all its thorns."

Denise Valentine, Aite: Leading Portfolio Systems, European Edition, June 2010

## FLEXIBLE DEPLOYMENT OPTIONS

Asset Arena Investment Accounting is available on an installed or ASP basis. Our ASP deployment option offers all the benefits of system performance and functionality while eliminating the burden of systems implementation, integration and management. With our ASP offering, you can benefit from SunGard's world-class technology hosting services.

The ASP model also provides you with the freedom and flexibility to deploy your resources to more revenue-generating activities. Let SunGard handle the time-consuming responsibilities of equipment management, version upgrades and disaster recovery while your resources focus on your core business.

### Benefits of ASP

- Leverage SunGard expertise in providing ASP solutions to the financial services industry
- Scale in procurement of hardware and software through SunGard's relationship with leading IT providers
- Professional management by those who understand the application best
- Advanced disaster recovery options provided by SunGard, a leader in DR services
- Seamless delivery of fully-tested application upgrades
- 24/7 on-site application and infrastructure support and monitoring

Summary of Technology Features	How You Benefit
<b>Open technology:</b> <ul style="list-style-type: none"> <li>• Platform independent</li> <li>• N-tiered (J2EE)</li> <li>• RDBMS</li> </ul>	<b>Efficient horizontal and vertical scalability:</b> <ul style="list-style-type: none"> <li>• Standard-based integration</li> <li>• Flexible deployment options</li> <li>• IT independence</li> </ul>
<b>UI / Business logic separation</b>	<ul style="list-style-type: none"> <li>• Reduces time to market for product enhancements</li> </ul>
<b>Service oriented</b> <ul style="list-style-type: none"> <li>• Message-based integration</li> </ul>	<ul style="list-style-type: none"> <li>• Leverages existing business logic</li> <li>• Reduces time to market</li> <li>• Allows standards-based integration to:               <ul style="list-style-type: none"> <li>• Third-party systems</li> <li>• Client developed applications</li> </ul> </li> </ul>
<b>Rules driven</b>	<ul style="list-style-type: none"> <li>• Reduces time to market</li> <li>• Allows customers to extend capabilities</li> </ul>
<b>Key architecture modules:</b> <ul style="list-style-type: none"> <li>• Core</li> <li>• Warehouse</li> <li>• Client Portal</li> <li>• Exception Manager</li> <li>• Process Management</li> </ul>	<ul style="list-style-type: none"> <li>• Focused on your value chain</li> <li>• Provides best of breed answers</li> <li>• No integration effort</li> <li>• Can integrate all other data sources</li> </ul>
<b>Architecture modules support industry standards:</b> <ul style="list-style-type: none"> <li>• XML (reporting) (integration)</li> <li>• JAAS / Active Directory (authentication – single sign on)</li> <li>• Web services (process automation)</li> <li>• JMS Bus (messages)</li> </ul>	<ul style="list-style-type: none"> <li>• Open and standard technologies sustaining IT choices</li> <li>• Allowing smart and full integration</li> </ul>

## ASSET ARENA CONSULTING

Asset Arena Product Consulting Services are designed to maximise the value derived from our products while enhancing your company's existing business processes. Our expert consulting services offer an extraordinary degree of specialised product knowledge coupled with industry best practices.

Leveraging our strengths in the areas of investment management operations, process optimisation and product implementation, our goal is to create the best solution for your technical and business needs. Our methodology helps ensure that the recommendations we make provide a high level of value to each customer's specific business situation and are consistent with your organisation's business priorities.

## ABOUT ASSET ARENA

Asset Arena is SunGard's global suite of products and services for asset managers, institutional investors, and traditional and alternative fund administrators. Asset Arena supports the core functions of the asset management industry including investment management, investment operations and investor servicing.

By leveraging technologies such as business process management and software as a service, Asset Arena helps investment firms manage complexity, increase efficiency, and reduce costs and operational risk, while maintaining agility to respond to changing business and regulatory requirements.

## ASSET ARENA INVESTMENT ACCOUNTING KEY DIFFERENTIATORS

- Extensive exception management capabilities
- Department-wide process management and monitoring
- Sophisticated securities and derivatives processing
- Standard package provided by market
- Flexible transaction processing
- Advanced support for multi-manager fund structures
- Advanced reporting tools
- Flexible technology, with open APIs
- Multi GAAP accounting and multi taxation
- Superior messaging capabilities for end-to-end integration
- Fully integrated general ledger, with full suite of financial reports

**"Asset Arena Investment Accounting can manage all types of funds, including mutual funds and insurance portfolios, bank portfolios and pension funds on the same database."**

**Guenter Lutgen, head of business & information technology, UBS Fund Services**

[www.sungard.com/assetarena](http://www.sungard.com/assetarena)

## Learn more about Asset Arena Investment Accounting

Email us at: [assetarena@sungard.com](mailto:assetarena@sungard.com)