



**SUNGARD**

ASSET ARENA PROCESS  
MANAGEMENT

Frequently Asked  
Questions

# ASSET ARENA PROCESS MANAGEMENT: FREQUENTLY ASKED QUESTIONS

The asset management and asset servicing industries are facing never before seen challenges. Winning—and keeping—business is more competitive than ever. Profit margins are shrinking while customer satisfaction is increasingly critical to success. As such, to remain competitive, profitable and able to manage customer requests in a timely manner, service providers face a set of difficult challenges. They must respond quickly to changing market conditions, deliver outstanding service to customers and meet increasingly stringent regulatory demands, all while minimizing or eliminating time- and resource-consuming manual tasks.

Many firms have addressed these challenges by working to better manage information, create standard processes and enforce more stringent controls. But to expand or even keep their competitive advantage, asset servicing firms are about to take the next step.

The next step forward is to provide true business process automation with the addition of improved operational transparency. Whether automating the many steps in the valuation cycle, managing a data warehouse feed or orchestrating trade flows from trading systems to investment accounting, the automation of workflow and monitoring is the next wave of organizational efficiency - Business Process Management (BPM).

***I have heard about Business Process Management before. Is there a general definition of BPM and how***

***does BPM support my business specifically?***

“BPM is a management discipline that treats business processes as assets to be valued, designed and exploited in their own right. It is a structured approach employing methods, policies, metrics, management practices and software tools to manage and continuously optimize an organization's activities and processes. It aims to improve agility and operational performance. It treats processes as organizational building blocks with as much (if not more) significance as functional areas and geographic territories.” (source: Gartner's Position on Business Process Management, 2006)

BPM ...

- orchestrates a multitude of transactional tasks, from exceptions clearance to activity confirmation
- uses technology to boost efficiency through the extensive reduction of manual and redundant processes
- enables users to better understand and take advantage of the relationships between various internal processes
- provides the foundation for continual process improvement

THIS AUTOMATION OF WORK FLOW AND MONITORING IS THE NEXT WAVE OF ORGANIZATIONAL EFFICIENCY - BUSINESS PROCESS MANAGEMENT (BPM)



- facilitates visibility into workloads across the organization and the ability to redistribute and reallocate resources
- supports historical data analysis such as cost allocation and workload balancing

***Why is Business Process Management relevant for the asset management industry?***

SunGard's Asset Arena suite uses Business Process Management and Monitoring technology (enabled by SunGard's Infinity) to bring more value to our customers by supporting their existing business processes and workflows. For example, fund accounting processes can be linked to a dashboard

to help an organization manage critical dependencies for complex tasks. The dashboard even allows forecasting of estimated completion times for all of

**BY AUTOMATING AND MONITORING DAILY PROCESSES, YOUR OPERATIONAL EFFICIENCY WILL INCREASE**

those tasks. Furthermore: third party systems can also be integrated into this dashboard to deploy consistent workflows beyond the boundaries of individual systems. With Asset Arena Process Management, SunGard is making BPM an inherent part of Asset Arena's suite of software solutions. Asset Arena Process Management can take your operations to the next level.

***What major benefits can an asset servicer experience after implementing Asset Arena Process Management?***

By using Asset Arena Process

Management, asset servicers can expect:

- Increased processing efficiency
- Reduced operational risk via consistent application of controls
- Greater operational transparency
- Detailed audit trails

By way of example, asset servicers could gain deeper insight into crucial Key Performance Indicators such as:

- Number of funds per accountant (increase)
- Number of failures in NAV calculations (decrease)
- Timely delivery of client reporting

***What are some examples of how Asset Arena Process Management users can benefit from its BPM capabilities?***


Asset Arena Process Management users are leveraging BPM to create a more

cohesive operation with increased efficiencies. Users can leverage standard and custom functionality for process modeling, execution, analysis, and integration to gain automation, monitoring and real-time reporting capabilities.

By automating and monitoring daily processes, your operational efficiency will increase and you will have more time and more capacity to provide value-added services to your customers. The cost of 'non differentiating functions' in asset management and servicing such as order processing, valuation, accounting and problem detection will decrease based on high levels of automation whilst

**INCREASE YOUR OPERATIONAL EFFICIENCY BY AUTOMATING AND MONITORING DAILY PROCESSES**





dashboards allow intelligent monitoring of your daily operations.

Practical examples for application include:

- Model, execute and monitor the complete trade processing and valuation life cycle from a central interface—from order execution to settlement, through final valuation
- Monitor and track service level agreements (SLAs) and other operational milestones
- Automate financial period closing processes
- Manage and escalate process exceptions automatically and according to required timeframes to identify and

EXERT GREATER CONTROL OVER OPERATIONAL RISK AND INCREASE VISIBILITY INTO THE FUND VALUATION CYCLE OR ANY OTHER PROCESS YOU CHOOSE TO AUTOMATE

handle exceptions more rapidly

- Collect and analyze process execution data for use in process improvement
- Simulate different workload distribution and processing models to determine the scenario that maximizes your human resource capacity and minimizes cost

## ASSET ARENA PROCESS MANAGEMENT AND ASSET ARENA INVESTMENT ACCOUNTING

### *How will Asset Arena Process Management help me increase my accounting efficiencies?*

By using Asset Arena Process Management, organizations are able to create highly customized systems for investment accounting functions, increasing overall operational efficiencies, enhancing controls, and improving operational transparency.


Some examples of how Asset Arena Process Management can help your organization:

- Streamline processes and significantly reduce or eliminate manual tasks and human error
- Improve funds-to-accountant ratios by more efficiently deploying your resources

- Clearly define all steps in the daily, weekly, monthly, quarterly and yearly valuation cycles to automatically enforce rigid accounting controls
- Automate the account processing checklist
- Provide a complete audit trail of your daily workflows (for customers, internal auditors, external regulators, etc.)
- Capture activity detail at a highly granular level to support simulations, including historical analysis, cost accounting, SLA management, and human resource workload allocation

### *How will monitoring functionality provide greater transparency into my operations environment?*

Asset Arena Process Management can be



leveraged to present real-time and historic visibility over processes and systems. This monitoring functionality can be used to provide greater transparency into the operations environment. Monitoring automates views of processes and systems at many levels, including by fund, type of fund, SLA targets, and more, with the ability to drill-down to more detail.

Monitoring business processes is important, but has proven to be difficult when the processes are paper-based.

Once a fund valuation cycle is captured in the Asset Arena Process Management engine, monitoring becomes even more relevant. Not only can Asset Arena Process Management monitor the fund valuation cycle, it can also monitor data from other systems. With the use of its dashboard interface, tabular and graphic displays become accessible for viewing the entire fund valuation cycle.

With greater visibility into the fund valuation cycle, or any other process you choose to automate, users gain the ability to exert greater control over operational risk. With better control come better results—from reconciliation and cash preparation, to moving accounts through approval and quality control processes. Because Asset Arena Process Management’s automation and monitoring capabilities extend outside the core investment accounting hub to include surrounding applications, users can initiate, control, and monitor activities in affiliated applications, thereby creating a more holistic, department-wide process management implementation and transparency across systems. Operational errors can be more easily identified anywhere in the workflow, and new rules may be established aimed at preventing the same mistakes from recurring.

## INSTANTLY GAIN GREATER CONTROL OVER TASKS AND ACTIVITIES BY IMPLEMENTING ASSET ARENA PROCESS MANAGEMENT INTO YOUR FUND ACCOUNTING PROCESSES

### ***How will Asset Arena Process Management help me to institute greater controls in my fund accounting processes?***

By implementing Asset Arena Process Management into your fund accounting processes, you will instantly gain greater control over tasks and activities. Because Asset Arena Process Management allows you to define steps in a manner that makes sense for your internal processes and business needs, the process management engine can manage virtually any level of control.

For example — you can be sure that all appropriate steps in a process are taken: simply design your workflow to prevent activities from moving to the next step in the process until any/all prior steps have been completed, including quality control checks, final approvals by a manager of the fund’s NAV prior to its dissemination, or any other approvals necessary. This helps you to identify areas in the process that need improvement – whether related to technology or people.

### ***How do Asset Arena’s Investment Accounting and Process Management work together?***

Asset Arena Investment Accounting and Asset Arena Process Management are part of the same suite of products and



are designed to work together, each managing their appropriate tasks.

Asset Arena Investment Accounting provides extensive business functionality to support the full fund valuation cycle combined with an integrated user interface to the BPM engine. It manages each step in the associated workflow process and is designed to help your organization achieve its business goals more efficiently.

In addition, the Asset Arena Investment Accounting interface seamlessly presents BPM information to the user based on role, consolidating work lists, notifications, process management dashboards and more into a single interface.

Some practical investment accounting examples include:

- Applying the appropriate order and dependencies between valuation tasks (which steps in the process come first)
- Managing the valuation process and schedule (when each business function should take place)
- Determining what to do if a task in the process requires further attention

BY IMPLEMENTING ASSET ARENA PROCESS MANAGEMENT INTO YOUR FUND ACCOUNTING PROCESSES, YOU WILL INSTANTLY GAIN GREATER CONTROL OVER TASKS AND ACTIVITIES

**What are examples of fund accounting processes that are suitable candidates for BPM automation?**

Virtually any fund accounting process can be orchestrated by Asset Arena Process Management.

Some typical examples include:

- Approval and dissemination of a calculated NAV or other valuation
- Daily reconciliation and cash preparation
- Managing a data warehouse feed and the associated process oversight, including data from other systems
- Orchestration of the flow of data from trading systems to investment accounting systems
- Financial period processing

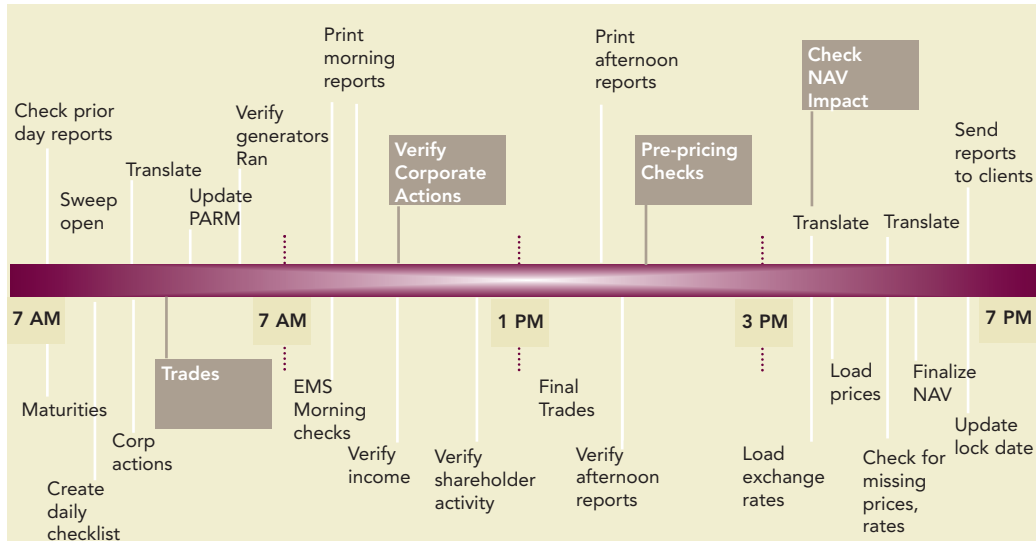
- Corporate action processing
- Automated management of the exception process
- Manage and add control steps related to your specific fund types, holdings, and valuation needs, based on conditions in your funds

**How do Asset Arena customers typically go about evaluating and implementing Asset Arena Process Management?**

**Step 1:** Conduct a formal assessment of the customer’s operations environment and current use of Asset Arena solutions. This step is performed by SunGard Asset Arena’s professional services team who are experts in asset management and BPM – in partnership with the customer’s operations and management teams – to

What Can I Automate?	
Automated Process	Benefits Realized
<ul style="list-style-type: none"> <li>• Calculate Daily NAVs</li> </ul>	<ul style="list-style-type: none"> <li>• NAVs are automatically published after appropriate checks and balances are met</li> <li>• Leverage monitoring to identify process bottlenecks and rebalance resources accordingly</li> </ul>
<ul style="list-style-type: none"> <li>• Load External Prices</li> </ul>	<ul style="list-style-type: none"> <li>• Scan and load prices received from sources requiring verification</li> <li>• Identify varying levels of quality control checks based on source and content</li> </ul>
<ul style="list-style-type: none"> <li>• Provide Data to Customers</li> </ul>	<ul style="list-style-type: none"> <li>• Provide “right-time” data to customers after it has passed appropriate quality control checks</li> <li>• Send data automatically based on other checks, such as NAV completion</li> </ul>
<ul style="list-style-type: none"> <li>• Track SLAs</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor SLAs in real-time</li> <li>• Identify problem areas and respond before SLAs are breached</li> <li>• Measure performance against SLAs over time</li> </ul>
<ul style="list-style-type: none"> <li>• Orchestrate Work Between Teams</li> </ul>	<ul style="list-style-type: none"> <li>• Seamlessly manage work load and status among teams in different locations</li> <li>• Facilitate real-time management oversight of work load and status</li> </ul>

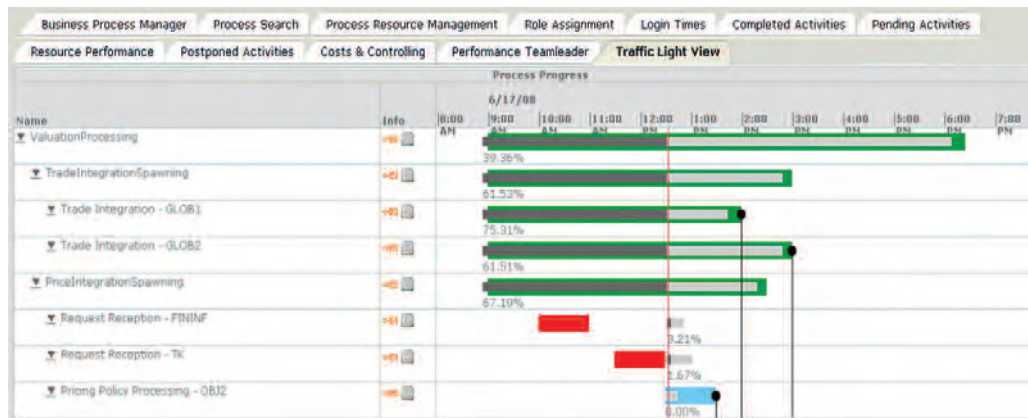
## Your Daily Fund Valuation Cycle: Automated and Manageable



A typical daily fund valuation cycle: Are you able to enforce rigid accounting controls and manage your operational risk across different departments and software systems?



Dashboard view: Check the status of selected valuation steps in a "traffic light" view — and drill down to more detailed process monitoring views.



Process monitoring: Identify what steps in the process take the most time, rebalance resources accordingly and handle exceptions more efficiently.

identify those activities suitable for automation with Asset Arena Process Management.

**Step 2:** Prioritize activities for automation: a shortlist is compiled on the basis of the Return on Investment (ROI) associated with their automation. In practice, the most painful / costly activities are frequently chosen as the starting point for process automation projects.

**Step 3:** Extend this approach to other activities within the company according to pain, cost priorities and ROI.

***Why should I work with Asset Arena's Professional Services team during implementation?***

Asset Arena Professional Services are designed to maximize the value derived

from our products while enhancing your company's existing business processes. Our expert solution consulting services offer an extraordinary degree of specialized product as well as asset management and technology domain expertise coupled with industry best practices.

Leveraging our strengths in the areas of investment management operations, process optimization and product implementation, our goal is to create the best solution for your technical and business needs. Our proven 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 organization's business priorities.





## YOUR PROCESS MANAGEMENT ENABLER: SUNGARD INFINITY PROCESS PLATFORM™

### What is the Infinity Process Platform?

At the core of Asset Arena Process Management is SunGard's Infinity Process Platform. The Infinity Process Platform is an industry leader in scalable, standards-based Business Process Management (BPM) solutions for process modelling, execution, analysis, integration and monitoring. The Infinity Process Platform is used to transform existing operations, whether cross-system or cross-department, into consistently managed enterprise processes. It reduces implementation costs and increases return on investment by leveraging an intuitive process design interface, non-intrusive Agent Framework technology and proven industry standards.

### What are the features of the Infinity Process Platform?

The Infinity Process Platform is a fully integrated BPM software solution with functionality for both business analysts and IT that provides the following:

- Process Modelling to help business analysts create and debug their process flows.
- Modelling Desktop which uses intuitive graphical representations of activities, roles, organizations, applications and data.
- Process Simulation for business analysts to verify structure and workflow accuracy with target performance metrics in a seamless design experience.
- Process Engine which can be used to discover, monitor and adapt native business processes within legacy systems or current technology to orchestrate proper execution sequence while managing exceptions and escalations.
- Process Reporting which provides visual reports through Eclipse that record timing, context data and key performance indicators.

### What makes the Infinity Process Platform (IPP) unique?

- IPP is being used by dozens of SunGard segments to process-enable their applications and streamline their customers' business processes. The financial services experience gained from this model puts IPP in a uniquely advantageous position to leverage that in support of customer requirements.
- IPP is the cornerstone of SunGard's Infinity strategy whereby process and software assets submitted by SunGard product teams (and, ultimately, by our customers) are stored within the Infinity Registry, discovered, modelled, orchestrated into composite applications by IPP and then hosted on our SaaS environment or delivered to customer premises.
- IPP has been designed from the ground up to adhere to open industry standards. This ensures that it is easy to recruit staff with the relevant technology experience, and greatly facilitates systems integration into an organisation's existing application infrastructure.
- IPP is particularly well suited to BPM scenarios where systems integration is paramount.

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

## Learn more about Asset Arena Process Management

For more information e-mail [assetarena@sungard.com](mailto:assetarena@sungard.com)

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