

IMPROVE, MANAGE AND MONITOR YOUR PORTFOLIO DECISION-MAKING PROCESS WITH ASSET ARENA INVESTMENT MANAGEMENT

Conquering Overwhelming Complexity

As the financial services environment becomes increasingly complex and competitive, portfolio managers need a reliable, streamlined approach to their investment management process in order to increase customer satisfaction and improve return on assets under management.

Firms, today, have to deal with a variety of complex instruments, create and maintain hedging strategies, centralize risk management while de-centralizing the decision making process. They also want to provide sophisticated on-line reporting on performance and exposure, manage international benchmarks and asset allocation policies, as well as deliver the accurate and transparent information investors and institutions are demanding.

Introducing Asset Arena Investment Management

Asset Arena Investment Management is designed to provide asset managers and traders with a robust, integrated, turnkey menu of Asset Arena products and services:

- Asset Arena Manager
- Asset Arena Trader
- Asset Arena Compliance
- Asset Arena Client Portal

Optimize your operational efficiencies with Asset Arena Investment Management

- » Consolidate front-office functions and reduce operating errors
- » Automate the processing of investment decisions
- » Monitor compliance considerations throughout the day
- » Streamline trading workflow
- » Manage risk more effectively
- » Improve client reporting

“With Asset Arena, we are now able to provide portfolio analysis and front-office simulation to more than 80% of our users, helping us to migrate away from proprietary built spreadsheets and other dated tools. Additionally, we are able to achieve a 35% increase in productivity across all compliance activities resulting in a real and measurable return on investment.”

**Harald Frodl, head of Middle Office,
Raiffeisen Capital Management**

The Power to Do More

With Asset Arena Investment Management, the whole is greater than the sum of the parts.

You can take advantage of our extensive menu of process management and technology solutions to reduce expenses and streamline processes, while you deploy your own valuable resources to do what you do best: making portfolio decisions.

By automating your underlying processes, the Asset Arena Investment Management suite gives you more time to craft the investment strategies you need.

Asset Arena Investment Management Service Suite

Asset Arena Manager

- » Streamlines underlying operational processes to improve a fund manager's ability to focus on investment strategies
- » Integrates modeling, rebalancing and “what if” analysis across a broad range of asset classes
- » Facilitates the ability of managers to translate their ideas into orders quickly and accurately
- » Prompts better strategic and tactical asset allocation decisions with better information
- » Acts as a single hub to support disparate back-office operations

Asset Arena Trader

- » Manages workflow and provides greater control of order processing
- » Combines direct market access, transaction cost analysis and algorithmic trading
- » Supports multiple asset classes, multi-currency transactions and multi-site, high-volume operations
- » Provides interactive real-time access to market data
- » Leverages pre-allocation models for block trades across multiple portfolios.

Asset Arena Compliance

- » Navigates complex compliance issues, including those related to derivatives instruments
- » Organizes and sorts growing volume of compliance data
- » Allows for custom rules creation via a user-friendly rules wizard
- » Heightens efficiency by eliminating the need for manual portfolio updates
- » Avoids possible losses with sophisticated alert features

Asset Arena Client Portal

- » Increases timeliness of reporting and quality of information
- » Employs all-in-one, best-of-breed technology
- » Examines all steps in the client reporting process, and then applies robust, timely, and cost-efficient automated solutions to keep clients informed the way they want

Fully Integrated with Asset Arena

As part of the family of solutions that helps make Asset Arena one of the industry's most trusted brands, Asset Arena Investment Management can be further extended by integrating with Asset Arena Performance, Asset Arena Risk and Asset Arena Investment Accounting.

Processing over \$20 trillion in assets worldwide, Asset Arena serves leading asset managers, institutional investors, and traditional and alternative fund administrators in more than 30 countries and manages assets for two thirds of the top 40 asset managers worldwide.

Key differentiators

- » **Better audit trails.** Analyze breaches with Asset Arena Compliance's detailed rule evaluation data, as well as track all changes to rules.
- » **Putting the numbers to work.** Optimize portfolio strategies with robust risk and portfolio analytics by evaluating the real-time impact across all portfolio decisions and create "what-if" portfolio scenarios through market simulations.
- » **Complete position keeping.** View positions updated in real-time from orders through executions to trades while tracking the complete current and forecasted cash impact.
- » **Powerful integrated allocation tools.** Rebalance whole, segmented or multiple portfolios against common or diverse benchmarks with one-click modeling. Model a single instrument or an industry using simple, yet powerful algorithms. Combine both to build a single real-time view before making that final decision.
- » **Flexible mapping tool.** Load external data into Asset Arena Compliance via an easy-to-use graphical mapping tool. Extract data from multiple databases, Excel or text files.
- » **In-memory database.** Quickly check orders and trades using Asset Arena Compliance's powerful rules engine and in-memory database.

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.

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