

A COORDINATED APPROACH TO CENTRALIZING ENTERPRISE-WIDE DATA MANAGEMENT ACTIVITIES

Timely and accurate reference data is essential to supporting many critical business functions. Poor quality or inconsistent data contributes significantly to operational risk and can lead to lost revenue and wasted opportunities. The resource-intensive management of multiple data feeds – often delivered in disparate formats – and reconciliation of independent data silos spread across different business lines add to the challenge.

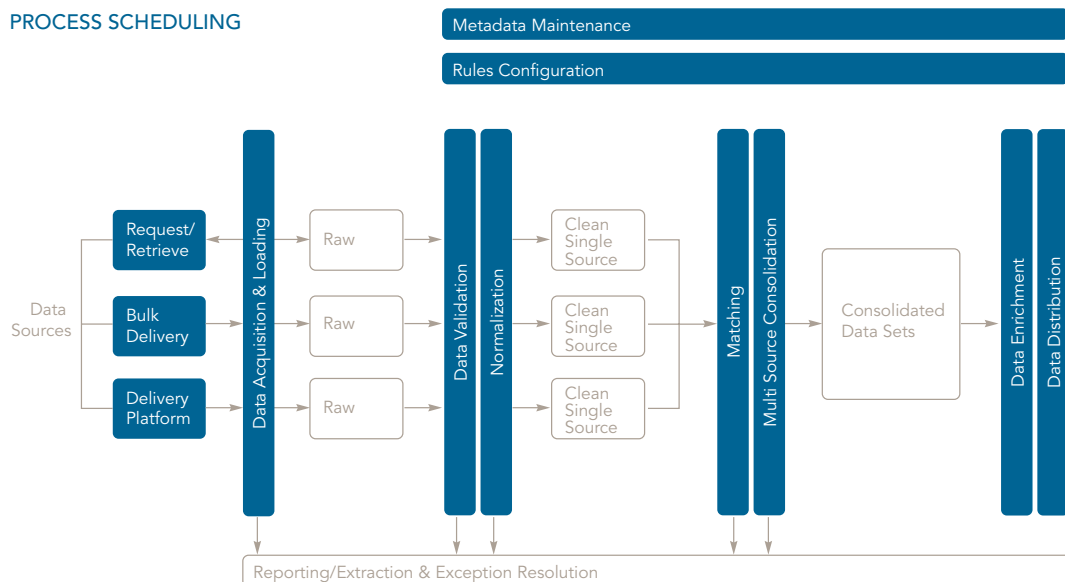
A coordinated approach to data management delivers greater operational control, thereby helping firms reduce risk and manage cost, while opening up avenues for more nimble expansion of new business lines.

An automated and centralized approach

Drawing on SunGard’s rich heritage in this space, Stream ReferencePoint provides a solid framework for the implementation of centralized data management solutions, with off-the-shelf components that can be used to automate the creation and ongoing management of a standard body of reliable and consistent information.

Stream ReferencePoint provides customers with an automated and centralized approach to enterprise data management (EDM). By centralizing data management processes, firms can more easily adopt best practices and focus attention on effectively addressing EDM challenges.

PROCESS SCHEDULING



Stream ReferencePoint can be customized to meet the needs of a variety of functions within a financial institution, including:

- Research and Analytics
- Sales and Trading
- Risk Management
- Compliance
- Performance Measurement
- Portfolio Accounting
- Clearing, Settlement and Custody

The solution can help firms reduce the wasteful overlap of resources and repetitive functions across business lines, eliminate costly redundancies in vendor contracts, and ultimately deliver consistent, high quality data across business units.

Furthermore, many of the activities around the collection, validation and distribution of data can

be automated by deploying suitable software components and rule-based validation tools, thereby helping staff to concentrate on more value-added activities.

KEY ADVANTAGES OF STREAM REFERENCEPOINT:

- Helps increase operational control, thereby reducing risk and managing costs
- Supports the adoption of best practices through a centralized approach to data management
- Automates elements of the collection, validation and distribution of data, allowing staff to focus on more value-added activities
- Can support staff in a variety of roles across an organization

THE DATA MANAGEMENT CHALLENGE	BENEFITS OF CENTRALIZING AND AUTOMATING VIA STREAM REFERENCEPOINT
<p>Low quality, inconsistent data</p> <ul style="list-style-type: none"> • Manually-intensive reconciliation processes introduce errors 	<p>Consistently accurate, quality data</p> <ul style="list-style-type: none"> • A framework to help rationalize and improve coordination of data management activities and processes • Improved data quality and timeliness through automating where possible, using validation rules and exception management • Graphical exception workflow and system monitoring tools are provided via a Web-based interface
<p>Inefficient use of resources</p> <ul style="list-style-type: none"> • Data-related activities are often time-consuming, repetitive and wasteful of valuable personnel 	<p>Renewed focus on revenue growth</p> <ul style="list-style-type: none"> • Centralized and efficient data management on the referencePoint platform helps focus valuable internal resources on core business activities
<p>Limited regulatory preparedness</p> <ul style="list-style-type: none"> • Uncoordinated, disjointed internal processes raise obstacles to satisfying regulatory requirements 	<p>Improved regulatory readiness</p> <ul style="list-style-type: none"> • Increased transparency through auditable and automated business processes for enhanced reporting capabilities • Supports implementation of a strategy to use consistent data across the firm's trading lifecycle

NEED MORE INFORMATION?

Please contact your sales representative at + 1-800-825-2518 or visit us at <http://www.sungard.com/streamreferencepoint>.

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