

# Advent Portfolio Exchange®

## Change the game

In today's complex and competitive investment landscape, you need to be on top of your game—all the time. And the right technology can change the game in your favor.

“The whole Advent relationship has been game changing for us. It has allowed us to keep a lean, efficient staff and at the same time give really terrific service to our clients.”

For over 800 asset managers, wealth managers, and family offices around the world, the game-changing solution is Advent Portfolio Exchange® (APX), the first integrated portfolio management and client relationship management solution. And the first to span the entire enterprise—front, middle, and back offices—on a single platform.

Today's APX brings a greater focus to the front office than ever. With customizable dashboard views of data and business intelligence reporting capabilities, APX equips firm owners, partners, and senior management with the information and insights they need to run their business more effectively. Firms realize the value of APX not only in dramatic productivity gains, but also in better-informed decisions that drive growth.

### Elevate your firm to a new level of performance

#### Attract and manage assets from anywhere in the world

In an investment marketplace that has no borders, APX gives you the power to enter new markets around the world and grow your business. With multi-asset-class coverage and settlement in any currency, APX is the solution that works anywhere and provides dramatic scalability. APX is the trusted solution used in more than 30 countries today.

#### Comprehensive instrument coverage

APX enables you to manage virtually all asset types on a single platform.

APX handles standard investment opportunities such as equities and fixed income instruments, including sinking fund bonds, as well as alternative investments like private equity. This helps alleviate manual workarounds, improve accuracy, and delivers a comprehensive view of diversified portfolios.

#### Move to the cloud: reduce your IT requirements

You have the option of running APX on a server in your office, or letting Advent host and maintain the solution for you. You get all the functionality and flexibility of the onsite version, but without the investment in hardware, IT resources, and ongoing maintenance, lowering total cost of ownership.

By turning the IT function over to Advent, your staff is free to focus on growing your business. And you can access the system from anywhere with an internet connection.

#### Dashboards deliver instant insights

When you need answers fast, or want to keep up to speed regularly, customizable dashboards give you instant access to the information you need—without having to run reports. With drag-and-drop ease, you can lay out dashboards in grid, chart, and graphical displays.

Besides surfacing data from within APX, summary data from other components of the platform, including fee detail, rule assignments, and order summary information, can be viewed in a consolidated and effective manner through the dashboards. This will help you, your relationship manager, trader, or portfolio manager gain a more complete view of your business.

“As an asset manager we have to be completely on point with everything that we send out to clients and consultants. They're requiring a lot more due diligence. APX allows us to easily comply with those requests.”

## The comprehensive portfolio and relationship management solution

- Global portfolio management with multi-currency accounting and comprehensive instrument coverage
- Unmatched breadth and depth of reporting with a vast library of standard management and client reports
- Flexible report customization capabilities based on the industry- standard Microsoft Reporting Services framework
- Automated report packaging to accelerate the period-end reporting process and assure greater accuracy
- Powerful performance analytics to help you identify, understand and explain the causes of portfolio performance
- Composite management for GIPS compliance
- Email capture to consolidate all client correspondence in APX
- Greater flexibility in pricing through seamless market data integration
- Aggregated and converted custodial data to automate reconciliation
- Compliance readiness with multiple security layers, audit trails, and the ability to produce reporting data quickly upon request
- Adaptability to changing regulatory requirements worldwide

### Portfolio Management & Performance Measurement

- Advanced performance measurement and analytics
- Dashboards for insight and automated workflow
- Business intelligence reporting capabilities
- Multi-asset class and multi-currency
- Multi-channel access and delivery

### Client Management & Reporting

- Centralized relationship and portfolio data
- Seamless access to data
- Advanced query and search
- Automated client statement generation
- Dynamic consolidated reporting through MSFT reporting services

### Operations & Compliance

- Scalable data management processes
- Custodial integration
- Patented audit trail
- Functional security and user entitlement
- Regulatory readiness

## ENTERPRISE PLATFORM

### Business intelligence reporting capabilities: guidance for your growth strategies

Now, APX enables business owners and executives to stay on top of not only their portfolios' performance, but also their overall business performance. Business intelligence reporting shows you where you stand, trends over time, the segmentation of your client base, periodic asset flows, and more—virtually everything you need to know to uncover opportunities for increasing growth and make intelligent decisions to move your firm forward.

### A single source for critical data

Managing portfolios and servicing investors are at the heart of any investment business. APX enables you to do both on a single platform. APX integrates portfolio management, accounting and reporting, performance analytics, client relationship management, and prospect marketing—all in a single solution. With deep insights into portfolios and performance, you can make better-informed investment decisions. You can also respond more effectively to clients, with immediate access to contact

information, correspondence and more. All this right alongside their portfolio or household data. APX is designed for accurate, easy, powerful search and retrieval of portfolio and client data. And it provides peace of mind for compliance officers, protecting sensitive data with multiple security layers and a patented audit trail.

### Comprehensive, customizable reporting

Clear, detailed, high-quality reporting is critical to managing your firm's business and demonstrating value to clients. APX reports help you communicate more effectively with clients and are a powerful differentiator for your firm. The APX reporting framework, built around Microsoft Reporting Services, offers unmatched flexibility and control over the content and format of your firm's reports, including choices of colors, type fonts, charts and graphs, and customized data elements. In addition to APX information, reports can include data from other Advent products as well as external sources. APX also offers a wide range of standard reports that can be custom-branded with your firm's logo and look.

## Web-based reporting options

Today's savvy investors expect 24/7 access to up-to-date portfolio and performance information online. APX allows you to deliver consolidated, interactive reports via your own branded client portal, either through integration with your existing portal or through Advent's alliances with industry leading providers. Combining the reporting capabilities of APX with the ease of use of a web portal, these powerful solutions help you communicate more effectively, meet client expectations, and build long-term relationships.

## Change the way you work every day

APX brings unmatched efficiency to your everyday back office processes. A powerful position reconciliation tool enables you to reconcile with multiple custodians quickly and efficiently and view up-to-the-minute results instantly. With APX, operations teams spend less time on reconciliation and have more time to focus on exceptions.

"There's a real advantage to having it all on one platform, from one service provider. It certainly simplifies things in the office."

## Start seeing the benefits and ROI immediately

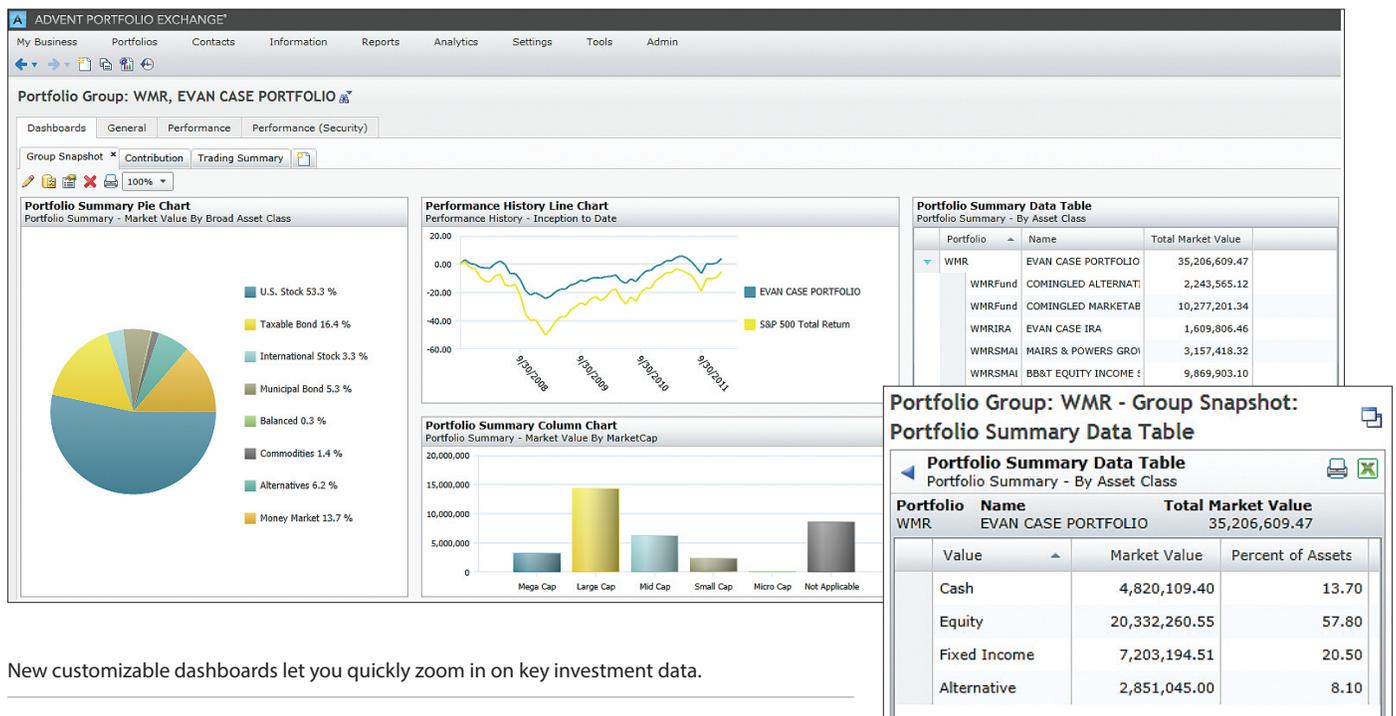
With APX's browser-based, intuitive user interface, investment professionals at all levels, from portfolio managers and business owners to operations teams, can navigate the system quickly and easily. Advent provides training, support, and deep experience in data migration to help you get up and running so that you can derive the full value from APX.

A proven solution used by more than 800 investment firms worldwide, APX is a game-changing advance from Advent, a pioneer in portfolio management technology and the trusted market leader for 30 years. A company with the resources and expertise to deliver responsive service, reliable support, and continual solution enhancements over the life of your business.

Find out how Advent Portfolio Exchange® can change the game in your favor. Contact an Advent representative for more information.

## Who we are

Advent, a business unit of SS&C, is helping over 4,300 investment firms in more than 50 countries—from established global institutions to small start-up practices—to grow their business and thrive. Delivering unparalleled precision and ahead-of-the-curve solutions for more than 30 years, we help firms minimize risk, work together seamlessly with our clients, and help shape the future of investment management. For more information on Advent products visit [www.advent.com](http://www.advent.com).



New customizable dashboards let you quickly zoom in on key investment data.

"Our target is to double our assets in the near future. Having Advent means we can do that without adding more operations staff. At the moment our back office accounts for less than 20 percent of our cost base, so we are front office driven, and with Advent we can stay that way."