

## Genesis Data Lens for APX

# Integrated, Aligned and Powerful Business Intelligence

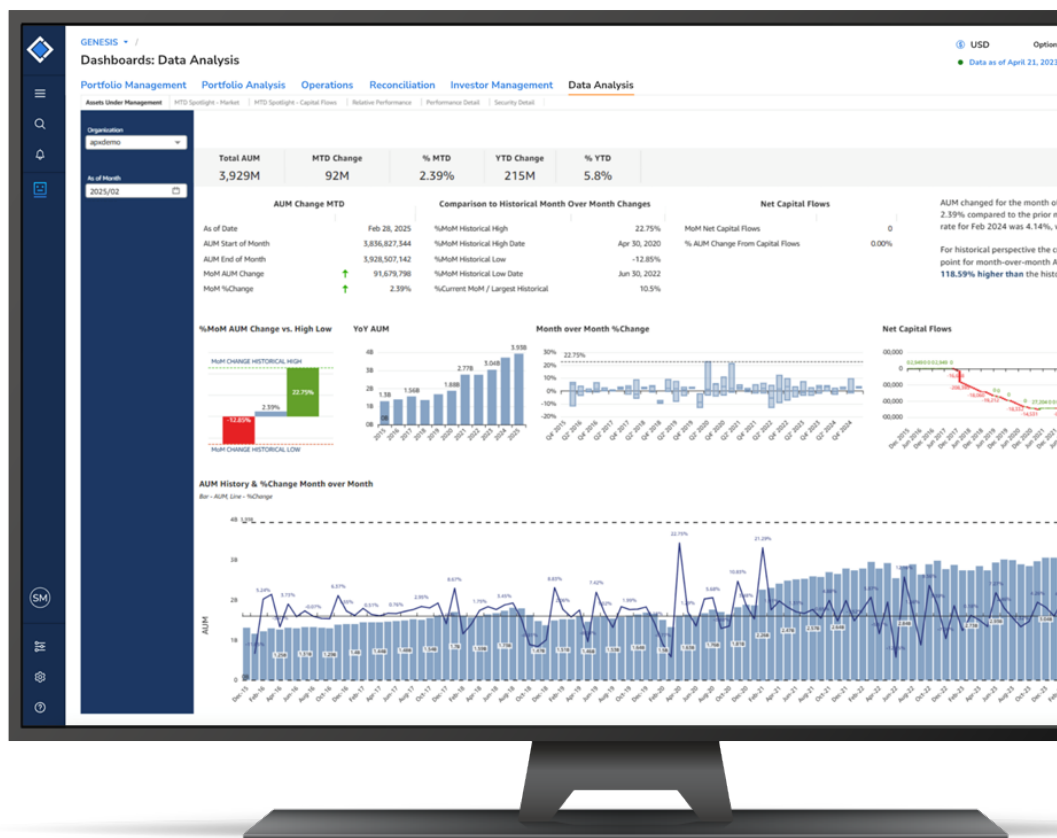
Envision your firm's strategy, evaluate exposure, and gain a comprehensive view of your firm's performance over time while spending less time manually curating and manipulating your investment data. With Genesis Data Lens for APX, your investment data is curated, enriched, and ready to use, enabling you to find, extract, and uncover actionable insights.

Built on the robust infrastructure of the Genesis platform, **Data Lens** pulls in APX data, such as **holdings/exposure**, **transactions/activity**, and **performance returns**, applying data schematics and aggregation to shape the content to meet your firm's defined outputs. You gain aligned, consistent intelligence through user-friendly dashboards and reports that are securely accessible via the cloud, making it simple to distribute APX data to a larger audience.

**Data Lens** for APX resolves data integration, aggregation, and visualization challenges while it strengthens analytic and reporting capabilities to deliver truly insightful business intelligence.

### Commingle Ecosystem-wide Data

Gain a holistic view of data residing in multiple systems without complicated processes. **Data Lens** aggregates and integrates data from multiple sources across the ecosystem (APX and non-SS&C systems) into a unified dashboard or report for cross-source, comprehensive insights.



## Streamlined Internal Report Distribution

You can generate and distribute internal reports without manual effort or inefficiency. **Data Lens** automates recurring reports and supports internal stakeholders' ad hoc analysis via managed data access, governed by a combination of role and product option entitlements defined at the user and user group levels to ensure access to the right dashboards and reports.

## True Flexibility & Scalability

Easily enhance your firm's business intelligence now and in the future. **Data Lens** integrates seamlessly with existing SS&C solutions (APX) and offers natural flexibility and scalability to expand the data product range to non-SS&C solutions, leveraging Genesis' cloud-native infrastructure.

## Greater Portfolio Transparency

Equip your portfolio managers and other front-office personnel to view performance

and exposure data for themselves. **Data Lens** enables self-service access to firm and portfolio-level exposure and performance analytics through dynamic, interactive dashboards and reports.

## Out-of-the-Box Data Analytics & Visualizations

Your front-office users can get a complete view of data from the portfolio accounting system of record (APX). **Data Lens** provides pre-joined data schemas that make visualizing data from APX in a single dashboard easier.

## Easy to use, easy to consume

Analyze all your firm's data—a portfolio group, a composite, or a single portfolio—easily. **Data Lens** comes with ready-to-use dashboard templates that you can deploy as-is or modify to create your own custom dashboards.

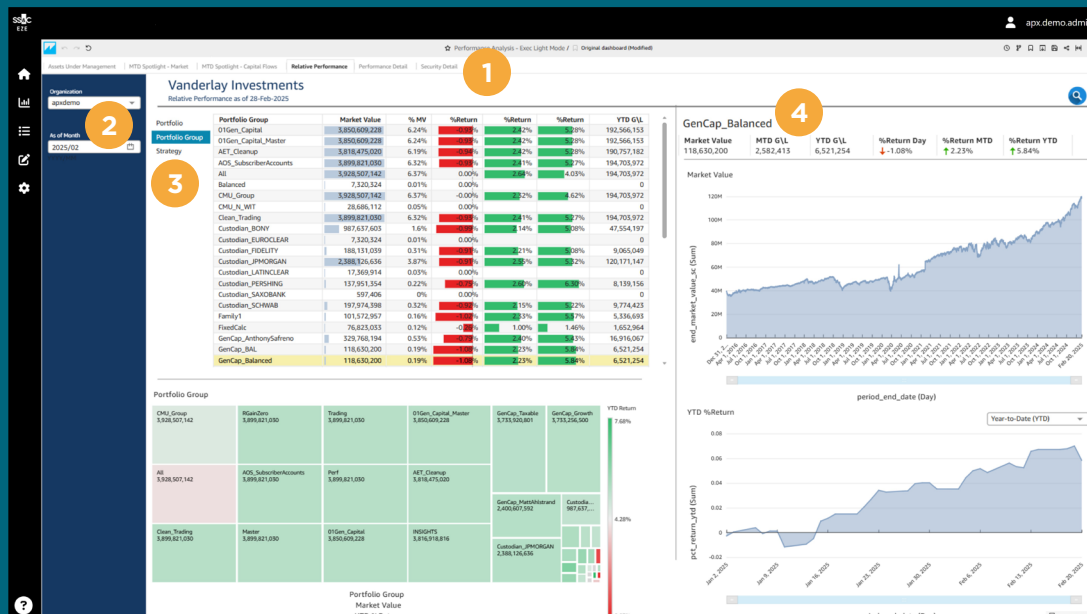
You don't need to be an APX expert to reap the benefits of the **Genesis Data Lens**

add-on module. The APX integration is pre-built, reducing the integration timeline, and bespoke, providing the principal solution adapter to convert performance and exposure data into a standardized format. One or more external data sets might be combined with your APX data to power custom analysis.

The APX integration provides start-of-day data for analysis to **Genesis Data Lens**. In 2026, we plan to move to intraday updates of APX data to **Genesis Data Lens**. Further ahead, **Genesis Data Lens** for APX will provide hourly updates.

## Highly secure

**Genesis Data Lens** and the data platform are designed and built around leading cloud security practices including least-privilege access, traceability and data isolation and sit atop SS&C's private cloud, certified for ISO 27001, SOC 1, and SOC 2.



- 1 Multiple tabs available
- 2 Dashboard level configurations
- 3 Dashboard level filter
- 4 Widget level configurations

## Unlocking the future of FinTech with the Genesis platform

By licensing **Data Lens**, APX users gain access to the power and promise of the Genesis platform.

Utilizing the latest technologies, Genesis offers added efficiency and accuracy to deliver faster, more comprehensive services and the underlying readiness for innovations to drive top-line growth. Genesis' innovative architecture is powered by a unified data lake and data warehouse capable of storing any type of data. Our innovative, unifying data layer seamlessly integrates information across applications and functions, providing a single source of

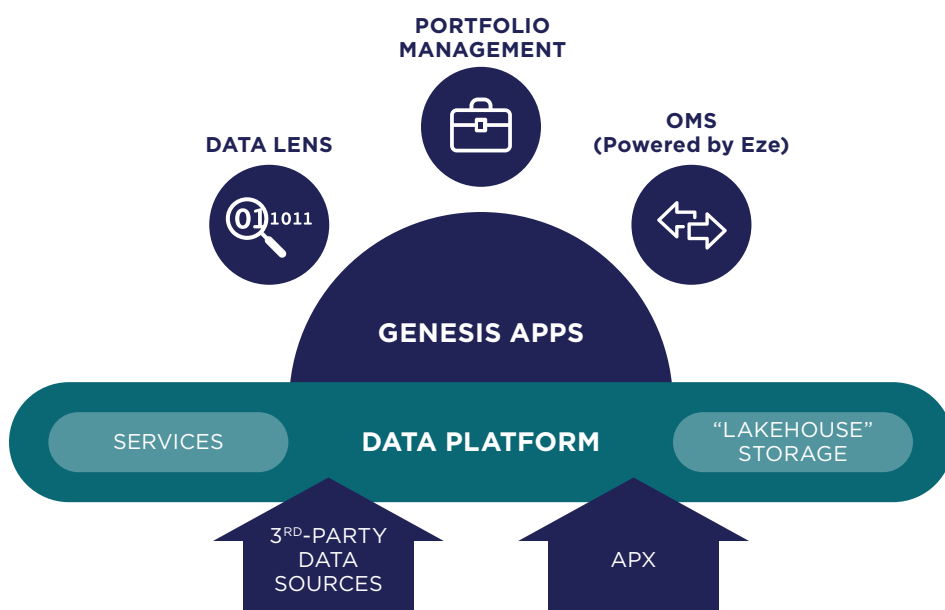
truth for stronger compliance, better-informed decisions, and enhanced collaboration across teams.

A front-to-back vision unlike anything the market has seen before, Genesis simplifies the end-to-end investment and data management processes to transform how you operate. What defines Genesis is that it brings together the best investment solutions as one, with a single point of entry, provider, and operational experience, atop a unique data layer.

With its flexible cloud architecture, the Genesis platform continues to expand its breadth and depth, now adding **Data Lens** as its third point application alongside order and portfolio management. The Genesis

development team continues to build out capabilities across operations, performance & risk, investor management, and managed services for the platform. Over the long term, Genesis also plans to leverage its modern, flexible architecture and unified data store to drive enhancements such as artificial intelligence (AI) interrogation and custom firm-data integrations.

Genesis will set your firm up for success in an increasingly complex, competitive, and fast-paced marketplace, starting with the valuable insights and actionable intelligence that **Genesis Data Lens** for APX delivers. Gain more time to derive insights and action the power of your investment information with **Genesis Data Lens**. To learn more, please [request a demo](#) or [contact us](#).



## About SS&C Advent

SS&C Advent helps over 4,300 investment firms in more than 50 countries—from established global institutions to small start-up practices—to grow their businesses, minimize risk, and thrive. We have been delivering unparalleled precision and ahead-of-the-curve solutions for more than 30 years, working together with our clients to help shape the future of investment management.

©2025 SS&C Technologies Holdings, Inc.

This communication is provided by SS&C Advent for informational purposes only and should not be construed as or relied on in lieu of, and does not constitute, legal advice on any matter whatsoever discussed herein. SS&C Advent shall have no liability in connection with this communication or any reliance thereon.