

GENESIS

# Genesis Data Analytics & Insights for Investment Management

Turn complexity into clarity with data for decision-making.

Genesis is a unified cloud-native platform for the entire investment operation—bringing portfolio management, trading, operations, and analytics together in one solution that’s grounded in data. Genesis powers the full data lifecycle, from ingestion to transformation and orchestration to delivery, ensuring every workflow is fueled by clean, connected data.

With its data-first approach, Genesis empowers firms with advanced analytics and insights—fully embedded in the platform you already use to manage portfolios, trade, and report. This data foundation provides a single source of truth, with analytics and insights seamlessly woven into your daily workflow, so you can move from data to decision in moments.

 **Built for Investment Management**

**Unified data, unified view**

Our innovative, unifying data layer seamlessly integrates information across applications and functions, providing a single source of truth for all accounts, strategies, and asset classes, as well as a real-time investment book of record (IBOR). External data sets can also be combined with Genesis data to power custom analysis.

**Curated, normalized, and analysis-ready**

Genesis integrates, aggregates and enriches investment data—delivering an easy, connected, and governed experience that helps firms make decisions faster. Automated transformation and reconciliation ensure analytics are always accurate, consistent and audit-ready.



### Native analytics and visualizations

Leverage built-in dashboards for performance reporting and post-trade analytics as well as investment research and pre-trade analytics. Data catalog search capabilities are available by security and industry classifications, simplifying discovery. Uncover trends, outliers, and performance drivers—without toggling between tools or waiting on IT.

### From insight to action—at scale

Move seamlessly from analytics to execution. Real-time data synchronization and reduced operational friction enable event-based workflows for rapid rebalancing, risk adjustments, and transparent reporting for stakeholders.

### Governance, security, and compliance—built in

Data governance, entitlements, and audit trails are embedded in every workflow. Genesis is designed and built around leading cloud security practices, including least-privilege access, traceability and data isolation. Every stage of the data lifecycle is tracked and fully audit-read, providing complete data lineage across systems.

### Ready for the future

Prioritizing data quality, governance, and integration, Genesis helps ensure that AI and other innovative technologies deliver meaningful, measurable results—supporting new strategies, asset classes, and reporting needs as mandates evolve.



## Why Choose Genesis for Data and Insights

### Unlock the power of your data:

Better evaluate risk with instant access to real-time Genesis data and enterprise-grade tools for self-service analytics.

### Peace of mind for compliance:

Trust that every report stands up to scrutiny with built-in governance, monitoring, and audit-ready data lineage.

### Momentum for your strategy:

Move from insight to action with flexible, high-performance analytics fully embedded in real-time workflows.

### Support you can count on:

Experts help with data transformation, processing, customization, and bespoke analytics—so you can focus on what matters most.

## Ready to see Genesis in action?

Unlock institutional-grade analytics and insights—right where you manage portfolios.

Request a personalized demo today at [advent.com/genesis](https://advent.com/genesis) or contact [info@advent.com](mailto:info@advent.com).



## About SS&C Advent

SS&C Advent, a business unit of SS&C Technologies, is helping more than 5,000 asset managers and asset owners worldwide transform their investment processes to maximize operational efficiency and fuel growth.

Inclusive of the full SS&C Eze solution suite, Advent delivers highly specialized and sophisticated solutions underpinned by a modern, scalable and flexible cloud framework to maximize efficiencies across portfolio management and reporting, trading, compliance, investor management and more. From start-up and emerging funds to the most recognized and established institutions, Advent solutions have provided firms with innovative and award-winning technology solutions backed by unparalleled client service for over 35 years. For more information, visit [advent.com](https://advent.com).