

US Best Practice

SPECIAL REPORT 2019

Featuring Agecroft Partners | Align | Anchin, Block & Anchin | Constellation Advisers | Cowen | DMS Governance | EisnerAmper | Eze Castle Integration | Harneys | Horseshoe | Imagine Software | Investcorp | Opus Fund Services | Peaks Strategies | SS&C Advent | SS&C Eze | UMB Fund Services | Viteos



hedge**week**
AWARD WINNER 2019

Best Managed Account Platform Technology Firm
SS&C Advent

Thank you HedgeWeek
readers for voting
SS&C Advent the
**“Best Managed Account
Platform Technology Firm”**

SS&C Advent's Geneva platform is consistently at the forefront of enabling fund managers and administrators to service managed accounts. Stay ahead of a fast moving market and partner with fund managers' technology provider of choice.

Learn more.

advent.com

info@advent.com

SS&C | **ADVENT**[®]

Transparent accurate reporting is vital

SS&C Advent: Best Managed Account Platform Technology Firm

Alternative managed accounts have become increasingly popular with institutional investors over the past decade, and Geneva is among the first platforms that enabled fund managers and administrators to service this market at scale.

The “Best Managed Account Platform Technology Firm” award underscores the tremendous versatility of the Geneva platform for managing virtually any type of fund, whether co-mingled or separately managed.

“Alternative fund managers face a big challenge to meet investor demand for transparency and timely, accurate reporting on complex asset classes. These capabilities will prove particularly critical as fund firms seek to expand their offerings beyond hedge and PE funds, into areas such as private credit and real assets. With Geneva, they can do it all on a single platform,” explains Eddie Russo, Director, Product Management and Solutions Consulting SS&C Advent.

The firm has dedicated resources in product management who follow market trends and continually receives feedback from clients and industry experts to ensure its solutions are supporting industry best practices. Russo notes: “As investment mandates shift and firms diversify into different asset classes and fund structures, our solutions are purpose-built to support our clients’ evolving needs. Geneva has a long track record of providing support for managed accounts and with the latest release of Geneva, we continue to strengthen that coverage through a new user experience



and streamlined workflows to facilitate complex structures like managed accounts, closed-end and hybrid vehicles.”

He says feedback from clients is the primary catalyst for Geneva’s continuous product evolution, supported by two releases per year, in April and October. With each release including the most recent taking place this month, the firm has addressed client requirements with new features, functionality, and data access. Some of these key initiatives include a modernised interface, streamlined reporting and new suite of data exception management features leveraging artificial intelligence including machine learning and predictive analytics.

Although the challenges clients face vary from one firm to the next, Russo believes most clients want to know that they are acting on timely and accurate information. They also want to leverage cutting edge technologies to win new business while keeping their existing clients happy; and they need to meet the increasing

demands from regulators without any additional overhead.

He elaborates: “it’s not a matter of “want” anymore, firms are required to be more efficient than ever. For example, shadowing a fund administrator can be a tedious process and as a result of our progress, Geneva enables streamlined workflows throughout the investment and investor accounting and allocation process, reducing the risk of user error in processing and reconciling with administrators. The user friendly reporting architecture allows accountants to create custom views of data to match administrators’, saving time and cost in the process.”

Russo is aware of the competitive nature of the market and SS&C Advent is committed to continuously re-invest in its solutions “Empowering our clients to take full advantage of the latest technology and remain vigilant in a constantly evolving market presents so many opportunities. We appreciate the investment they make in us, as their strategic partner, and extend a huge thank you to the Hedgeweek readers for this recognition,” he adds. ■



Eddie Russo

Global Solutions Management Director,
SS&C Advent

Eddie Russo is a Global Solutions Management Director within the SS&C Advent business unit. Eddie has over 20 years of experience in the financial services and software industries including a combined 13 years with SS&C Advent. He currently oversees the product strategy and direction for select products within the SS&C Advent Geneva Product Suite.