

Advent Genesis

The Future of Portfolio Management Starts Here

The modern solution for an evolving industry

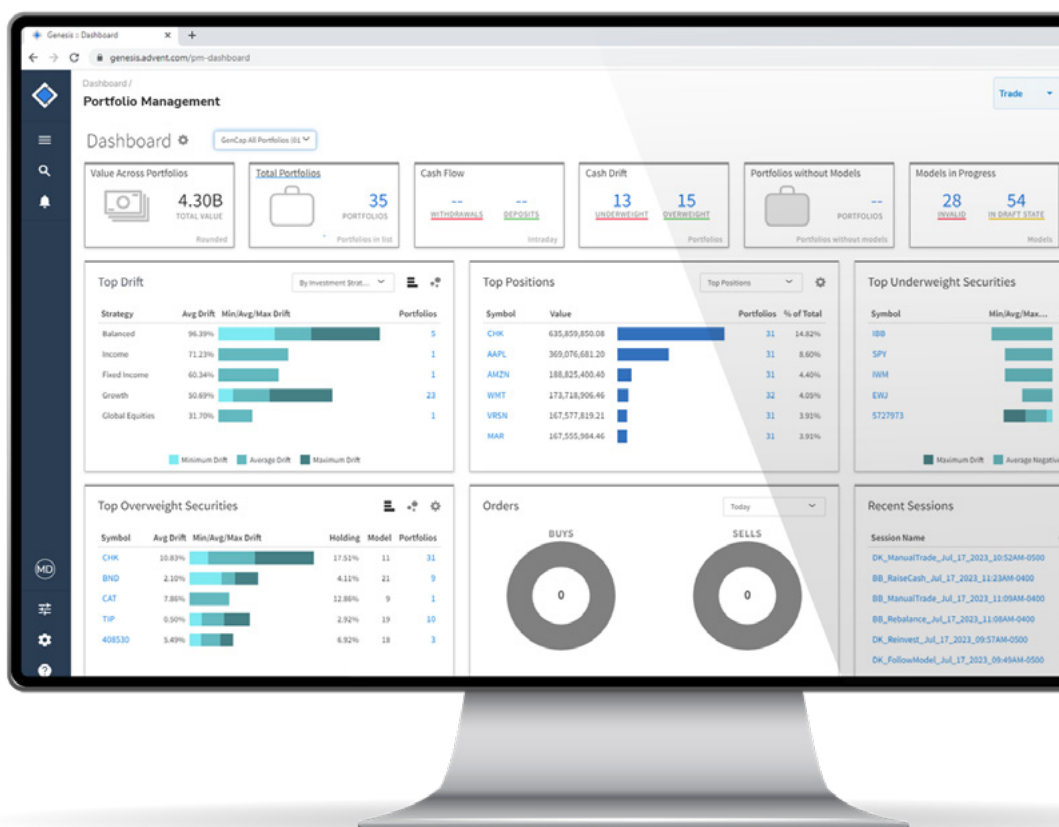
Think of all the competing demands investment managers must balance today. How does your investment team manage dozens, hundreds or even thousands of portfolios at scale? How do you empower portfolio managers to accommodate investor preferences and restrictions in an efficient, cost-effective manner? How do you grow the client base and add more portfolios without a corresponding increase in headcount?

Advent Genesis answers these challenges and more. It is the most scalable investment management platform on the market, empowering front-office teams to be more productive, efficient and effective in their everyday work.

Born and built in the cloud, Advent Genesis is a single platform that does the work of several, eliminating the need for firms to integrate and toggle among disparate systems to power their investment processes. It's built on a single data store and an innovative, state-of-the-art architecture that scales as your business grows—so your team can focus on managing portfolios instead of maintaining platforms.

Modular by design for maximum flexibility

Advent Genesis is designed as a modular solution that leverages a unified data experience so everyone is working off the same reliable data. This allows you to take advantage of the tools that you deem most



valuable to your business. What's more, you'll be in a position to benefit from the addition of new modules as they are developed.

Two modules currently comprise the Genesis platform:

Genesis Portfolio Management

The Portfolio Management module provides a seamless path from investment decisions to trade execution, with:

- Integrated portfolio modeling, construction and rebalancing capabilities
- Trade order creation, ranging from block orders to complex rebalances across multiple portfolios
- Exception monitoring and management
- Alerts for portfolio "drift" from strategy
- Model and sleeve management to support single- and multi-strategy portfolios
- Support for multi-currency, multi-asset class portfolios

Genesis Portfolio Analysis

The Portfolio Analysis module leverages accurate, reliable data from Advent Portfolio Exchange® (APX), our portfolio accounting and reporting platform, to enable teams to analyze, understand and explain their exposure and the drivers of performance. Unlike third-party analytics solutions that are hard to keep in sync with accounting changes, the seamless integration of Genesis with APX ensures data integrity underlying the analytics processes.

With its powerful analytics capabilities, Advent Genesis equips portfolio teams with deeper insights for making better informed decisions with confidence, whether in a single portfolio or across your entire book of business.

Quickly construct models based on any combination of security targets, classification targets and sleeve targets.

Easily review proposed trades across your book of business prior to approving them for execution.

Quickly see the impact on drift, exposure by any classification and currency, and capital gains/losses before approving orders for execution.

Portfolio customization at scale

More and more investors are looking to align their portfolios with their personal preferences, values and goals. They may want increased ESG exposure, for example, or strategies to minimize the impact of taxes on returns. Firms that can deliver a more personalized, differentiated investor experience stand to gain a competitive advantage.

With Advent Genesis, it's easy to customize individual portfolios at scale. The platform enables portfolio teams to automatically identify and efficiently substitute securities that meet the investor's goals into model-based portfolios, while staying in line with the portfolio strategy and objectives. It further enables managers to quickly identify tax harvesting opportunities to support investors' tax management requirements.

Designed for the way portfolio management teams work

Advent Genesis is designed to help portfolio management teams make timely, informed buy and sell decisions, create orders efficiently, and transmit them to the trading

desk easily, driving greater productivity and freeing up time to focus on strategies and results rather than implementation.

Whether your firm manages institutional assets, individual wealth or some combination of the two, Advent Genesis closes workflow gaps between portfolio management and trading, eliminates offline workarounds, increases efficiency and reduces operational risk. It also offers the flexibility and scalability to accommodate account growth, as well as expansion into new markets, new regions and new lines of business.

Cloud-based agility

As a cloud-native solution, Advent Genesis is positioned to keep pace with advancing technology. In fact, our development team is currently delivering updates every week, bringing our clients the advantages of new and enhanced functionality as it becomes available. It also means we can respond quickly to client feedback and requests.

The future of portfolio management begins with Advent Genesis. Learn how it can empower your front-office to deliver optimal results for your firm and your clients. Contact us to arrange a demo.

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.

To learn more about how Advent Genesis can empower your front office, please visit advent.com or contact info@advent.com.