

Geneva® for Institutional Asset Managers

Leverage a comprehensive, front-to-back technology platform to diversify your strategies and drive growth

SS&C Advent’s award-winning Geneva® platform provides a comprehensive portfolio management, accounting, and reporting solution that supports any investment within any structure for any region in the world. What’s more, Geneva serves as the hub of an integrated ecosystem of automated solutions spanning a full range of capabilities and provides a unified platform that streamlines operations, optimizes efficiency, and ensures firm-wide data consistency and governance. The award-winning Geneva® platform and its ecosystem of complementary solutions are also available as a cloud hosted technology platform including managed service through Advent Outsourcing Services (AOS) to ease the burden on your middle and back offices.

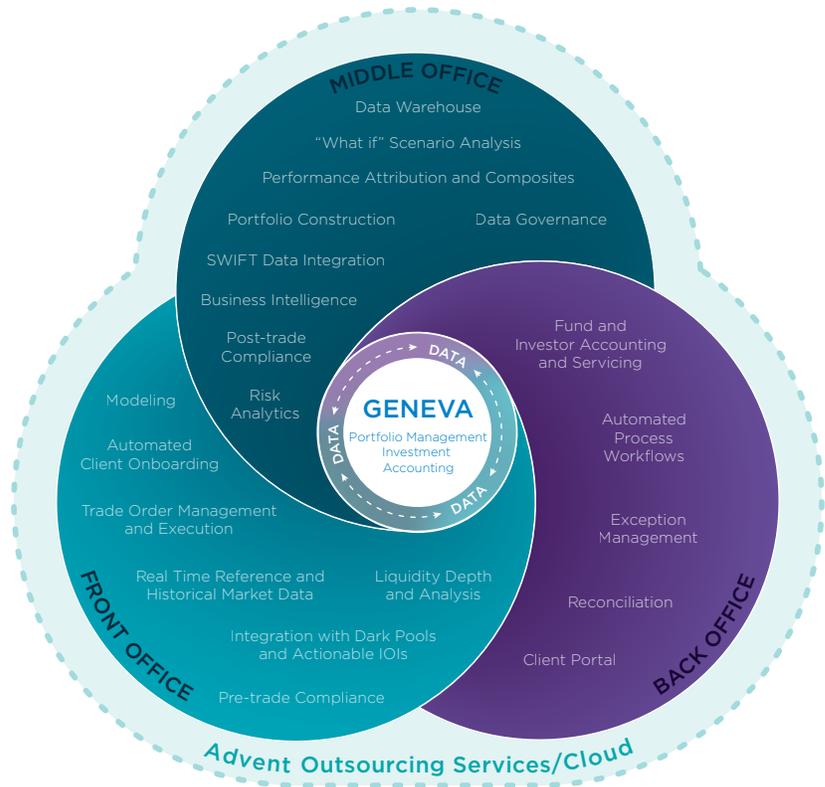
Single source of truth to support your investment book of record (IBOR)

Many asset management firms are recognizing that it is imperative to maintain an Investment Book of Record (IBOR), a single source of consolidated data that provides a comprehensive, accurate and timely view of portfolio data across an entire firm. Geneva offers the real-time capabilities and unified dataset needed to support your IBOR requirements.

Unparalleled instrument coverage and support for unlimited accounts and fund types

Support the most complex asset classes traded today across the alternative market through SS&C Advent’s Geneva. Aggregate positions and view exposures with ease and eliminate the need for separate systems or spreadsheet workarounds to manage any asset within any region across the globe. Easily process complex fund structures to support any combination of masters, feeders,

The Core of Your Institutional Asset Management Ecosystem



blockers, specialty purpose vehicles (SPV's) classes and series. Unparalleled support for numerous fund types including separately managed accounts (SMA), mutual funds, exchange traded funds (ETF), pooled funds, fund of funds and private equity funds.

One of a kind dynamic data derivation capabilities without any batch processing requirements

Geneva's dynamic correction capability means a data discrepancy can be corrected in real-time with a single change, and automatically reflected across the entire system enabling firms to handle increasing volumes of accounts, transactions and portfolios with ease. Geneva is a true 24x7 platform and does not rely on any batch processing within the solution suite.

State of the art, intuitive solution for real-time data updates, data storage and merged data reporting

Leverage Geneva SmartSync to create a new, flexible data store, or setup automated data feeds to existing data warehouses through real-time triggered updates of accounting data. The solution allows you to capture the latest changes and store them in a standardized SQL database optimized for reporting purposes and data sharing throughout your organization. In addition, you can import data from other databases to easily centralize data from Geneva and other systems, providing a comprehensive set of reporting data.

Data governance and automated operational process workflows

Support the implementation of comprehensive data governance and exception management processes over your data while significantly reducing the operational risks associated with substandard data quality through SS&C Advent's Lumis®. Easily create, automate, and monitor all tasks that make up any workflow

or process and comply with your client's service level agreement deadlines. Through machine learning and predictive analytics Lumis leverages artificial intelligence within its exception management capabilities to dramatically reduce the time required to identify data discrepancies through consistent, workflow-based processes for data examination, repair, and resolution.

Flexible managed services and cloud hosted technology offerings

Reduce your IT infrastructure, minimize operational risks, improve data accuracy and strengthen your compliance readiness by leveraging SS&C Advent's award winning outsourcing services (AOS) offering. Instead of relying on a third party's shared platform, with AOS you have your own dedicated Geneva and it's complementary, best of breed solutions. The solution technology is hosted and the data is fully maintained by SS&C Advent allowing you full hands-on access you desire to all the functionality, reporting, and underlying data within Geneva without the burden associated with data processing and IT infrastructure management. In addition, the AOS service offering is extremely flexible allowing you to customize your services by selecting various tasks and functions you would prefer to assign to the SS&C Advent services team, including but not limited to: reconciliation, security master, trade processing, pricing, asset & investor servicing. You also have the option of only outsourcing your technology through SS&C Advent's cloud technology hosting services. This allows you to be responsible for your own data without IT costs to install and maintain your hardware and software.

Trade order management fully integrated with Geneva for straight through processing

Manage trading across any asset class from initiation to settlement through a single, streamlined solution. All trades, regardless of the source, are captured on single trade blotter, while templates simplify the allocation of block trades, with numerous market standard allocation methods to choose from.

Performance measurement including attribution and composites

Streamline performance calculations and gain insight into the sources of return. Support for multiple attribution methodologies allows the ability to analyze performance down to the individual security level, maintain GIPS®-compliant composites, and meet all your industry standard and custom attribution requirements.

Risk management, analytics, reporting and portfolio construction

Support comprehensive scenario analysis and stress testing across more than 20 geographies and 400 financial products within fixed income, equity, foreign exchange, credit, commodity, and derivatives markets. Streamline your analysis on any range of portfolio analytics, optimization techniques and risk measures. Produce comprehensive risk analysis with out of the box integration to high volumes of data from the leading data providers in the industry and leverage simulation-based risk measures such as VaR, tracking error, and scenario-based P&L estimates following specific curve shifts, stress tests, and market index shocks.

75+ asset managers worldwide trust Geneva for their front, middle, and back office needs.

Best of breed data reconciliation

Increase efficiencies, lower costs and significantly reduce your operational risk through the automation and streamlining of your data discrepancies across various counterparties and solutions. Seamlessly manage your data reconciliations including daily account, cash, and position reconciliation, leveraging a highly scalable solution that enables management by exception. Provide management oversight and reconciliation reporting for full visibility into cash, holdings, transactions, trial balances, and security masters.

Voluntary Corporate Actions and SWIFT messaging support

Employ innovative straight through processing technology, combined with best of breed data and a world class global service to streamline the lifecycle of voluntary corporate action events. Gain complete transparency into the election process and automate the processing of corporate action notifications, election instructions, acknowledgments and confirmations to/from custodians via SWIFT for processing into Geneva.

Business intelligence, external data aggregation and reporting

Deliver a highly customized communication experience for individual clients and take your business intelligence capabilities to the next level. Integrate and streamline your entire reporting process, from data aggregation through content design and production to final approval and distribution, across print and online forms. An extensible data-mart gives users the ability to lay out reports exactly as they see fit using only a web browser, on any computer, anywhere.

Automated client onboarding and intuitive client portal

Provide a superior digital experience to better services to investors through fully automated self-onboarding capabilities, a state of the art 24/7 web portal experience, and the automated capture of risk profiles to ensure the best products are matched to best suit a client or prospect's needs. Leverage fully automated workflow capabilities to streamline the processes required to track and audit the entire client onboarding process to easily comply with ever increasing and changing regulatory requirements that place heavy operational burdens on financial institutions.

24/7 Global Support

Regardless of the deployment option you choose, you'll have access to expert support around the clock and around the world. Our specialized Geneva support team can help you resolve issues quickly and make the most effective use of your solution. You can also access support, documentation, updates and a vast user knowledge base through the online SS&C Advent Community.

Investing in continuous improvement

Over the past two decades, Geneva has evolved continuously to incorporate a steady stream of technology innovations. SS&C Advent consistently reinvests a substantial percentage of annual revenue into solution improvements and enhancements, with a particular emphasis on delivering a modern and intuitive user experience. With Geneva, you will always be able to take advantage of the latest technology as it becomes viable – meaning it is very likely the only platform you will need over the life of your business.

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. Find out how you can take advantage of our industry-leading solutions to support your business goals. To learn more about the right solutions and services for you, contact advent@sscinc.com. For more information contact your SS&C Advent representative or email sales@advent.com.

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