

## Geneva for asset managers

Leverage Geneva's comprehensive, global asset class coverage to diversify your strategies and differentiate your business.

The traditional asset management landscape continues to change. Increasingly, firms seek to differentiate themselves on the basis of their investment strategies and product offerings. More and more managers are diversifying into a broader selection of asset classes, from equities, fixed income and ETFs to derivatives such as swaps, and a variety of fund structures, including SMAs, pooled vehicles and private equity.

Firms that want to stay current and competitive in this dynamic market need a portfolio management solution that can support multiple asset classes, multi-currency portfolios, complex, global fund structures and increasing transaction volume. That is why increasing numbers of asset managers around the world are migrating to SS&C Advent's Geneva global portfolio management platform. With comprehensive asset class coverage, Geneva provides a highly scalable, single platform for consolidating multiple investment strategies and expanding your offering. And now, Geneva is available on a fully hosted basis in the cloud, making it easier to adopt, maintain and upgrade.

### Comprehensive instrument coverage

Geneva allows your firm to aggregate positions and view exposures with ease and efficiency across all asset classes, including:

- Global equities and equity derivatives
- Global fixed-income instruments, including asset-backed securities
- Fund investments (hedge funds and private equity fund investments)
- Futures, options, rights, and warrants
- Bank debt including single and multi-currency term loans and revolvers
- Complex derivatives such as interest rate swaps, total return swaps, contracts for difference, credit default swaps, and bank loan swaps
- Private equity funds, including capital commitment process
- Spot and forward FX, including non-deliverable forwards

Using Geneva as your core portfolio management platform eliminates the need for separate systems or spreadsheet workarounds to manage and account for different types of instruments. And as a true multi-currency platform, Geneva supports trading, accounting, and reporting in any currency.

### Support for multiple account and fund types

With Geneva, you can consolidate traditional SMAs, mutual funds, ETFs, and co-mingled funds on the same platform as hedge funds and private equity investments. Geneva's built-in NAV capability allows you to calculate daily net asset values as required for mutual funds and ETFs.

### Simplified data access and reporting

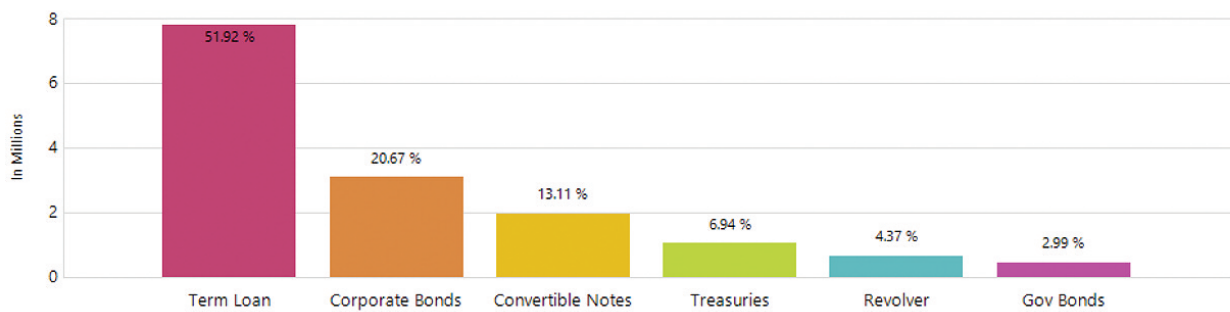
Geneva makes it easy to monitor portfolios in real time, with customizable dashboard views of gains and losses, performance, exposure, forecasting and market data. Geneva also includes over 200 standard reports and easy querying capabilities, enabling you to:

- Gain access to reports via web, PDF, Excel, and XML
- Automate the process of generating and distributing reports via subscriptions
- Gain insight with drill-down and drill through data views
- Reproduce any report at any time, even if data has changed, with Geneva's extensive audit trail and knowledge date capabilities
- Enable front, middle, and back office users to access the data they need, in the way they want it

In addition, Geneva's dynamic correction capability means a data discrepancy can be corrected with a single change, and automatically reflected across the entire system enabling firms to handle increasing volumes of accounts, transactions and portfolios with ease.

## Fixed Income Overview

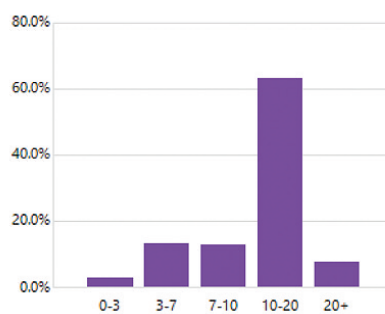
Exposure by Investment Type



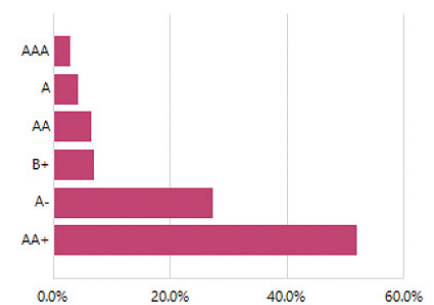
Account Summary

<b>Market Value</b>	15,021,711.54
<b>Accrued Interest</b>	77,934.57
<b>Book Cost</b>	14,707,706.82
<b>Book Yield</b>	4.64%
<b>YTM Book</b>	2.29%
<b>Duration</b>	7.26

Maturity Distribution



Credit Quality



Comprehensive instrument coverage: Example of fixed income overview dashboard

## Complete trade lifecycle management

Geneva enables users to track trades from placement to settlement through a single system. Seamless integration to market data providers, OMS, risk systems and counterparties means minimal custom development. All of your trades, regardless of the source or asset class, are captured in one system for streamlined access and reporting.

- Eliminates manual data flow
- Provides a full audit trail
- Updates data across the system with a single change
- Provides consistent, real-time position views
- Delivers timely, accurate, and granular reporting across your organization

## Geneva as an IBOR solution

Many asset management firms are recognizing that it is imperative to maintain an investment book of records (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 needed to support all of your IBOR requirements.

Geneva allows all groups in your organization to view, process, and report position and exposure information accessed from the same unified dataset. This helps improve decision making and compliance readiness, as well as back office reconciliations and operational flexibility. As an IBOR solution, Geneva:

## Audit and security controls

Geneva enables firms to meet rigorous investor due diligence and regulatory scrutiny. With a full audit trail of system updates and highly granular user access controls, Geneva helps you reduce operational risks, demonstrate best practices, and gain investor confidence.

## Ease of integration, internal and external

Geneva is built on an open architecture with built-in integration that allow easy connectivity with a wide variety of external counterparties and market data providers. The platform also integrates easily with third-party and in-house systems.

## Choice of deployment options

Based on your business needs, you can take advantage of the full functionality of Geneva in one of two ways:

- As an on-premise software installation in your data center
- Cloud delivered, with a dedicated SS&C Advent support team responsible for system monitoring, maintenance, and technical upgrades

## 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.

## The center of your asset management ecosystem

As an SS&C Advent client, you'll have access to a wide range of complementary solutions and services available through the SS&C network, including:

- Enterprise reconciliation, installed or outsourced
- Client reporting and portal
- Performance analysis and attribution
- Compliance reporting services for the major global regulatory regimes
- Outsourced middle office services

## For more information

Contact your SS&C Advent representative or email [sales@advent.com](mailto:sales@advent.com)

## Who we are

SS&C Advent, a business unit of SS&C, is helping over 4,300 investment firms in more than 50 countries—from established global institutions to small start-up practices—to grow their business and thrive. Delivering unparalleled precision and ahead-of-the curve solutions for more than 30 years, we help firms minimize risk, work together seamlessly with our clients, and help shape the future of investment management. For more information visit [www.advent.com](http://www.advent.com).