

# Fund overcomes workflow inefficiencies with order and portfolio management system



## ONE SINGLE, FLEXIBLE SOLUTION

Fulfills complex portfolio strategy requirements without costly customizations or elaborate spreadsheets

## MINIMAL USE OF IT RESOURCES

Deploys quickly, with no need to commit resources to ongoing hardware and software support

## OUTSTANDING CUSTOMER SUPPORT

Delivers consistently, with detailed industry knowledge and outstanding support

## LOWEST TOTAL COST OF OWNERSHIP

Provides significant savings through flexible integration and hosting

## LEARN MORE.

For complete details, contact your Broadridge representative today or visit [broadridge.com](https://www.broadridge.com)

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## REQUIRED: REAL-TIME VIEWS OF P&L AND RISK

This fund invests in European equities, FX, futures and CFDs. It's comprised of two sub-books, each managed autonomously by a different portfolio manager. These managers share a process-driven method that requires a real-time understanding of P&L and risk exposure within each sub-book. The firm required a single solution that would fulfill this need, at a low overall cost, with minimal internal support requirements.

## BROADRIDGE DELIVERS FLEXIBILITY AND INSIGHT

"In the end," the COO reported, "Broadridge turned out to be the only provider that could fully satisfy us across all our requirements." With a state-of-the-art approach that combined order management and portfolio management onto one integrated platform, Broadridge offered the complete flexibility the fund required. It empowers the portfolio managers to see their sub-book's complete P&L and exposure in real-time and react instantly by right-clicking and sending their orders directly for execution via DMA.

"My past experience with other systems was that legacy programming issues prevented many solutions from offering this level of flexibility," claimed the COO. Broadridge fulfills the fund's requirements without costly customizations or the need to build elaborate spreadsheets outside of their core systems.

In addition, the firm chose to deploy the solution through Broadridge hosted services in order to minimize internal and ongoing hardware and staff costs.

## CORE BENEFITS

- Support for the entire workflow, enterprise-wide
- Flexible real-time views of firm-wide P&L and risk
- Significant reduction in operating cost
- Seamless access to the Broadridge technology network
- Portfolio managers can place their own trades

Broadridge Portfolio Master for electronic trading and order management includes:

- FIX connectivity to over 400 destinations including EMS platforms and brokers
- Pre- / post-trade compliance
- Real-time P&L monitoring
- Robust portfolio management tools to support the complexity of this firm's investment approach
- Integrated reference data and support for corporate actions and reconciliation with prime brokers & administrators

It's integrated seamlessly with Broadridge Analytics Master to provide comprehensive reporting as well as a real-time view of risk.

#### MINIMAL IT RESOURCE REQUIREMENT

"As a start-up fund, our priorities must obviously be focused on returns and gathering assets," commented the fund's COO. "What was so appealing about Broadridge's Hosted Services was its ability to get us up and running quickly, and the fact that we did not need to commit resources to ongoing hardware and software support."

Broadridge's Hosted Services includes a fully managed IT service, 24x7 technical and product support; hardware, product upgrades and quality assurance; and mirrored ("hot site") disaster recovery. With Hosted Services, the fund can now simply plug into the Broadridge network of leading software, data and connectivity options as its needs evolve.

Broadridge, a global fintech leader with \$4 billion in annual revenue listed on the S&P 500 index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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#### OUTSTANDING SUPPORT

"We have many years of experience in this industry and we were all too aware that technology without adequate support was a recipe for disaster," stated the fund's COO, "We could not afford issues that would distract us from our primary mission of generating alpha."

"To date we have found Broadridge's support to be second to none. In fact, we have not been able to come up with something that Broadridge has not been able to deliver. Their understanding of how hedge funds operate, and particularly their knowledge of the intricacies of European markets really allowed them to customize the solution according to the wishes of our portfolio managers. The quality of their support personnel makes it clear to me that Broadridge has made a significant commitment to become a leader here in Europe."

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**"Broadridge's unique combined order management and portfolio management system is all that we need to support the entire workflow of our firm."**

– Fund COO

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#### LOWEST TOTAL COST OF OWNERSHIP

"Our philosophy is that while we are still growing the firm, we need to be particularly conscious of cost," commented the COO. "Portfolio Master deployed via Hosted Services offers the lowest total cost of ownership for hedge funds."

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