



**SUNGARD**

ASSET ARENA  
INVESTMENT ACCOUNTING

Global Investment  
Accounting and  
Reporting

## OUR FOCUS: POWERING YOUR SUCCESS

You already know how critical investment accounting is to the success of your business and operational strength is one of your firm's key goals.

What you may not know is that there are profound differences in technology choices to power your operation – choices that either mean settling for the status quo, or driving you forward with technology enablement and innovation where it matters most. Managing today's complexity, increasing efficiency, mitigating operational risk and still staying flexible are all crucial to your business.

The closer you look at Asset Arena's Investment Accounting solution, the clearer your choice will be. This is especially true if you want more than a standard set of system features and functions, and even more so if you need a proven solution with new, more effective ways to meet the sophisticated demands of today's operations. Used extensively around the globe,

Asset Arena Investment Accounting is the industry's most trusted investment accounting and reporting solution - processing over \$14 trillion in assets across more than 50,000 portfolios worldwide.

Efficiency is a key benefit of every investment accounting system performing functions such as calculating NAVs, daily accruals of income, expenses, management fees, performance fees, cash movements and the calculation of realized cash movements, and the realized and unrealized profit and loss of investment portfolios.

Yet there are multiple dimensions to operational efficiency. It could mean completing tasks faster, or handling increased volume while staying on schedule. Or it could mean growing your business while maintaining, or even increasing, operating margins, all while meeting your need for precision, transparency and accuracy.

“Asset Arena Investment Accounting provides us with a single, comprehensive solution across all security and fund types, is able to scale with our growth, helps us deliver timely and transparent reporting, and is flexible to accommodate our unique workflows and preferences.”

**Simon Lumsdon,**  
head of information technology,  
BlueBay Asset Management

Asset Arena Investment Accounting delivers all these operational efficiency benefits... and much more. Specifically, you'll discover:

**How to work smarter** - one of the most critical yet time-consuming functions in today's back-office is managing exceptions. Our Exception Manager module allows you to apply business rules to accounting data, which automates the entire process of identifying exceptions - so your staff can spend more time analyzing and clearing exceptions instead of searching for them.

For example, if the earned income on an account increases significantly from one day to another, Exception Manager will flag it, prioritize it based on its impact and determine the seniority level of the person needed to clear it. Exception Manager can



help your team work faster, expand your processing volume, and establish standardized controls - all helping to minimize potentially costly errors.

**How your organization can be more productive** - all too often, we are forced to adapt to technology through static user interfaces that may work well for some users but not be tailored to the needs of others. With our Dynamic Desktop, all types of users across your organization - from fund accountant to head of operations - can leverage the full power of Asset Arena Investment Accounting through an agile role-based interface that is intuitive and customizable.

Designed to meet the needs of each type of user by presenting only the specific functions for which the user is responsible, Dynamic Desktop provides ease of navigation. Users can easily perform routine tasks, automate others, and locate information quickly. Inherent system flexibility allows for modifications to workflow processes as needed – daily, for reassignment of tasks when users are out of the office, or on a project basis.

**How to be better informed** - Every investment accounting solution has robust reporting capabilities, where you may find online data inquiry, cash management, portfolio segmentation, and valuation reports. Asset Arena Investment Accounting takes reporting to another level with an “outside-the-box” approach that can consolidate data from multiple sources to deliver more meaningful and insightful information.

Our Reporting and Data Extraction tool opens the door to a new, broader range of reporting, which in turn, facilitates more effective client reporting. Through a powerful combination of a data dictionary, data extraction engine, and report representation engine, Reporting Toolkit simplifies the process of collecting data and presenting it in a wide variety of formats.

**How to make peak performance a daily reality** - Even the most powerful and robust system processing capabilities are still dependent on the flawless execution of manual business processes. With Asset Arena Process Management, you can leverage Business Process Management (BPM) to raise the operational effectiveness of your organization to an entirely new level of productivity and responsiveness.

Process Manager automates manual steps using a process model that becomes transparent to users, developers and managers. For example, instead of relying on paper-based checklists, you can clearly define and automate all steps in the daily, monthly and quarterly valuation cycles. In turn, Process Manager establishes standardized processes, which increases user efficiency while enforcing rigid accounting controls.



"Asset Arena Investment Accounting has enhanced the efficiency of our organization. We have begun realizing benefits through the easy-to-use interface and workflows built specifically around our business model."

**Layne Rasmussen,**  
vice president and controller,  
Principal Funds

“...Asset Arena Investment Accounting exceeded our expectations and can help us continue to provide the greatest level of service to our clients...As an ASP platform, Asset Arena affords us the flexibility and scalability that helps us to tailor our services according to our clients' needs.”

**Theresa Bridge,**  
vice president, mutual fund controller,  
Ultimus Fund Solutions

Better still, Process Manager's web-based dashboard functions as a Business Activity Monitoring tool that allows managers to see work in progress, be alerted to potential issues and know when every step has been completed. Process Manager enables your operations to be more proactive and manage work in real time, rather than relying on after-the-fact reports or completed transactions. You gain unprecedented levels of process and information transparency. In fact, the benefits of BPM give new meaning to system and operational agility. .

## BEYOND YOUR EXPECTATIONS

Against the backdrop of trends such as increasingly complex investment products, greater regulatory burden, and convergence between traditional and alternative investments, Asset Arena is proving its value with firms like yours every day in an extremely challenging global environment.

Our browser-based Investment Accounting platform delivers everything you'd expect from a world-class solution, such as an integrated general ledger, full multi-currency functionality, mutual and pension fund accounting, multi-currency share classes, together with pooled funds, multi-manager, and master/feeder structures. But with Asset Arena Investment Accounting, this is just a starting point. In order to deliver on the promise of truly adding value that

translates into competitive advantage, we continually focus on exceeding your expectations. Here are some examples of innovations that set us apart:

### Asset Arena Value-Added Approach

- Supports virtually all portfolio types, including mutual funds, hedge funds, funds-of-funds, pension funds, commingled funds, unit trusts, OEICs, pooled funds and institutional funds
- Single platform for traditional and alternative investments that simplifies asset servicing and reporting
- Dynamic, role-based user interface that adapts to individual needs and helps maximize productivity across your organization - from executives to fund accountants
- Automated exception generation and management that helps increase processing efficiency while reducing operational risk
- Consolidated reporting from multiple data sources that streamlines reporting activities
- Incorporates business process management and monitoring that automates manual functions and processes, while also increasing operational transparency
- Available as an ASP or installed solution; ASP offers a cost effective alternative that eliminates the burden of managing system maintenance, version upgrades, and disaster recovery

Ultimately, Asset Arena Investment Accounting delivers unrivalled benefits versus competing systems because our solution creates greater synergy between technology, processes, and people. For you and your organization, our investment accounting advantages not only result in increased efficiency and accountability, but also unlocks the potential to work smarter and uncover newfound ways to save time and reduce costs.

## GLOBAL EXPERTISE

Every day, customers operating in North America, Europe, Asia and Africa rely on Asset Arena Investment Accounting to meet their need for around the clock, accurate and timely processing and reporting, as well as streamlining workflows.

In addition to automating the processing of assets based on multiple currencies and jurisdictions on a single global platform, our investment accounting system features specialized modules that include:

- U.K. Open End Investment Companies (OEICs)
- Both Single and Dual Priced
- Separate Accounts / Annuities
- U.K. Life Insurance
- Unit Trusts
- Pooled Funds
- Japanese Pension Funds
- Regulatory Reporting Including:
  - IAS, FAS, EUSD, ERISA, Aktiengewinn, Zwischengewinn, DDI, CSO, TER / PTR

## ON TOP OF TECHNOLOGY

Asset Arena Investment Accounting is streamlined, efficient, and easily configured around the way users operate their businesses. The underlying technology allows for simplified integration with internal and external systems and enhanced data access and dissemination.

Platform-independent and scalable, our solution's message-based integration with third-party systems and data sources helps customers achieve straight-through processing quickly and cost-effectively. A meta data-driven architecture, which



powers advanced 'search' and 'help' functions, also allows customers to tailor the user interface without modifying source code and create reusable data views for reporting.

Asset Arena Investment Accounting easily integrates with other SunGard back-, middle- and front-office solutions, as well as providing open messaging APIs and connectivity to other applications.

In addition, Asset Arena brings together other SunGard solutions under a common framework by leveraging collaboration technology such as Common Services Architecture (CSA), and utilizes a Service Oriented Architecture (SOA). The result is a scalable platform that combines power and agility, speed and accuracy, flexibility and risk mitigation - all while supporting a comprehensive range of asset servicing needs.

"The integrated Asset Arena solution is well-suited to global implementation as it processes transactions in real-time, making it independent of time zones."

**Dale Lippstreu,**  
group chief executive officer,  
Maitland Fund Servies

Summary of Technology Features	How You Benefit
<ul style="list-style-type: none"> <li>• Open technology</li> <li>• Platform Independent</li> <li>• N-Tiered (J2EE)</li> </ul>	<ul style="list-style-type: none"> <li>• Efficient horizontal and vertical scalability</li> <li>• Standards-based integration</li> <li>• Flexible deployment options</li> </ul>
<ul style="list-style-type: none"> <li>• UI / Business Logic Separation</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces time to market for product enhancements</li> <li>• Allows the ability to modify your user interface</li> </ul>
<ul style="list-style-type: none"> <li>• Dynamic Desktop</li> </ul>	<ul style="list-style-type: none"> <li>• Easy access to all operational data elements</li> <li>• Standards-based access</li> </ul>
<ul style="list-style-type: none"> <li>• Service oriented</li> <li>• Message-based integration</li> </ul>	<ul style="list-style-type: none"> <li>• Leverages existing business logic</li> <li>• Reduces time to market</li> <li>• Allows standards-based integration to: <ul style="list-style-type: none"> <li>• Third party systems</li> <li>• Client developed applications</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Meta data-driven</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces time to market</li> <li>• Allows customers to customize functionality</li> <li>• Allows customers to extend capabilities</li> </ul>
<ul style="list-style-type: none"> <li>• Key architecture components</li> <li>• Reporting engine</li> <li>• Security</li> <li>• Business Process Management</li> </ul>	<ul style="list-style-type: none"> <li>• Key components support industry standards:</li> <li>• XML (reporting)</li> <li>• JAAS (authentication – single sign-on)</li> <li>• Web services (process automation)</li> </ul>

## FLEXIBLE DEPLOYMENT OPTIONS

Asset Arena Investment Accounting is available on an installed or ASP basis. Our ASP deployment option offers all the benefits of system performance and functionality while eliminating the burden of systems implementation, integration, and management.

With our ASP offering, you can benefit from our world-class technology hosting

services. It also means that SunGard can deliver new technology and functionality to you and other ASP clients quickly by leveraging SunGard's ASP infrastructure.

The ASP model also provides you with the freedom and flexibility to deploy your resources to more revenue-generating roles if you choose. Let SunGard handle the time-consuming responsibilities of equipment management, version upgrades and disaster recovery while your resources focus on your core business.

Deployment Models	
Installed	ASP
<ul style="list-style-type: none"> <li>• At client-managed data center</li> </ul>	<ul style="list-style-type: none"> <li>• At SunGard-managed data center</li> </ul>
<ul style="list-style-type: none"> <li>• Managed by client technology team</li> <li>• Hardware</li> <li>• Software</li> <li>• Pricing and data</li> <li>• Disaster recovery</li> </ul>	<ul style="list-style-type: none"> <li>• Managed by SunGard</li> <li>• Hardware</li> <li>• Software</li> <li>• Pricing and data</li> <li>• Disaster recovery</li> </ul>
<ul style="list-style-type: none"> <li>• Releases shipped to client</li> </ul>	<ul style="list-style-type: none"> <li>• Automatic, scheduled upgrades</li> </ul>
<ul style="list-style-type: none"> <li>• Upgrade project managed by client</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade project managed by SunGard</li> </ul>
<ul style="list-style-type: none"> <li>• Remote login support</li> </ul>	<ul style="list-style-type: none"> <li>• Direct-access support</li> </ul>
<ul style="list-style-type: none"> <li>• Various integration options</li> </ul>	<ul style="list-style-type: none"> <li>• Various integration options</li> </ul>

## ASSET ARENA PROFESSIONAL SERVICES

Asset Arena Professional Services are designed to maximize the value derived from our products while enhancing your company's existing business processes. Our expert consulting services offer an extraordinary degree of specialized product knowledge coupled with industry best practices.

Leveraging our strengths in the areas of investment management operations, process optimization and product implementation, our goal is to create the best solution for your technical and business needs. Our methodology helps ensure that the recommendations we make provide a high level of value to each customer's specific business situation and are consistent with your organization's business priorities.

## ABOUT ASSET ARENA

Asset Arena is SunGard's global suite of products and services for asset managers, institutional investors, and traditional and alternative fund administrators. Asset Arena supports the core functions of the asset management industry including the investment process, investment operations and investor servicing. By leveraging technologies such as business process management and software-as-a-service, Asset Arena helps investment firms manage complexity, increase efficiency, and reduce costs and operational risk, while maintaining agility to respond to changing business and regulatory requirements.

## ASSET ARENA INVESTMENT ACCOUNTING FEATURE SUMMARY

- Extensive exception management capabilities
- Department-wide process management and monitoring
- Sophisticated securities and derivatives processing
- Flexible transaction processing
- Customizable accruals and amortization
- Pricing hierarchy for Funds-of-Funds
- Multi-currency / multi-class accounting, with hedging capabilities
- Advanced support for multi-manager fund structures
- Master/Feeder structures
- Fund pooling
- Advanced reporting tools
- Flexible technology, with open APIs
- Multiple GAAP capabilities including U.S., U.K. and IFRS
- Interfaces to third-party price and data providers
- Superior messaging capabilities for end-to-end integration
- Direct access to managers, custodians, banks and broker/dealers via SWIFT
- Automated reconciliation with custodians
- Fully integrated general ledger, with full suite of financial reports

[www.sungard.com/assetarena](http://www.sungard.com/assetarena)

## Learn more about Asset Arena Investment Accounting

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