

On-Demand Reporting

Differentiating Services in Financial Services

INDUSTRY CHALLENGES

Are you prepared to take advantage of explosive growth in emerging areas such as hedge funds?

Hedge funds, endowments, mutual funds, and other large institutions look to partner with innovative banks that help them uniquely identify and capitalize on trading ideas. With industry-wide standardization of processes, decimalization, and information transparency, brokerage services such as trading are increasingly commoditized. In recent years, financial institutions are seeking new ways to provide differentiated services to the market. If your firm provides Prime Brokerage, Equity, Fixed Income, Foreign Exchange, Derivatives and Futures, and Commodities trading services, how do you distinguish your offerings?

What can you do to separate your firm from the pack to better attract and retain elite institutional clients that are the life blood of your business?

ON-DEMAND REPORTING: A KEY DIFFERENTIATOR

Institutional clients are very demanding – with billions of dollars at stake, they have the right to be. Today's clients are more sophisticated and want information beyond just positions – they want tools to help them optimize their portfolios. Having the right information is critical to providing them with superior service. You must deliver information in real time because in the capital markets, time is of the essence. You must also provide information that spans the breadth of securities instruments which are traded. Sample reports:

- Client valuations
- Securities positions by trading strategies
- Margin positions
- Trading and margin activities
- Daily profit and loss details
- Daily aggregation and summaries

Whether for internal or external use, you can create standard and customized on-demand reports that differentiate your offerings from those of the competition.

KEY BENEFITS

- Maximize quality and differentiated services
- Reduce cost and burden of reporting administration
- Leverage existing technology investments
- Easy client access through reports published in standards such as XML, HTML, and PDF
- Speed to solution with easy-to-use installation and development tools

On-Demand Reporting

THE TECHNOLOGY CHALLENGE

Critical financial information lies in the hundreds of applications, databases and other systems operated by a typical financial institution (see Figure 1.) The data needed might be from years ago or from seconds ago. It might be stored in any number of formats. Access might be controlled by a variety of departments.

The data required to create specialized reports must be user-specific or client-specific and must be done on demand to be useful. It must be pulled from whichever application or data source holds the information – regardless of the format. For example, one of your firm's investment managers may need to see a single view of his client's portfolio and recent trading activities in order to make insightful recommendations. While one of your institutional clients, a hedge fund manager, may request very specific views into his positions relative to market conditions to draw out potential arbitrage opportunities.

The key to a differentiated offering is how rapidly and accurately you can respond to your internal and external customers' needs. And of course, you must accomplish all of this easily and at a low cost.

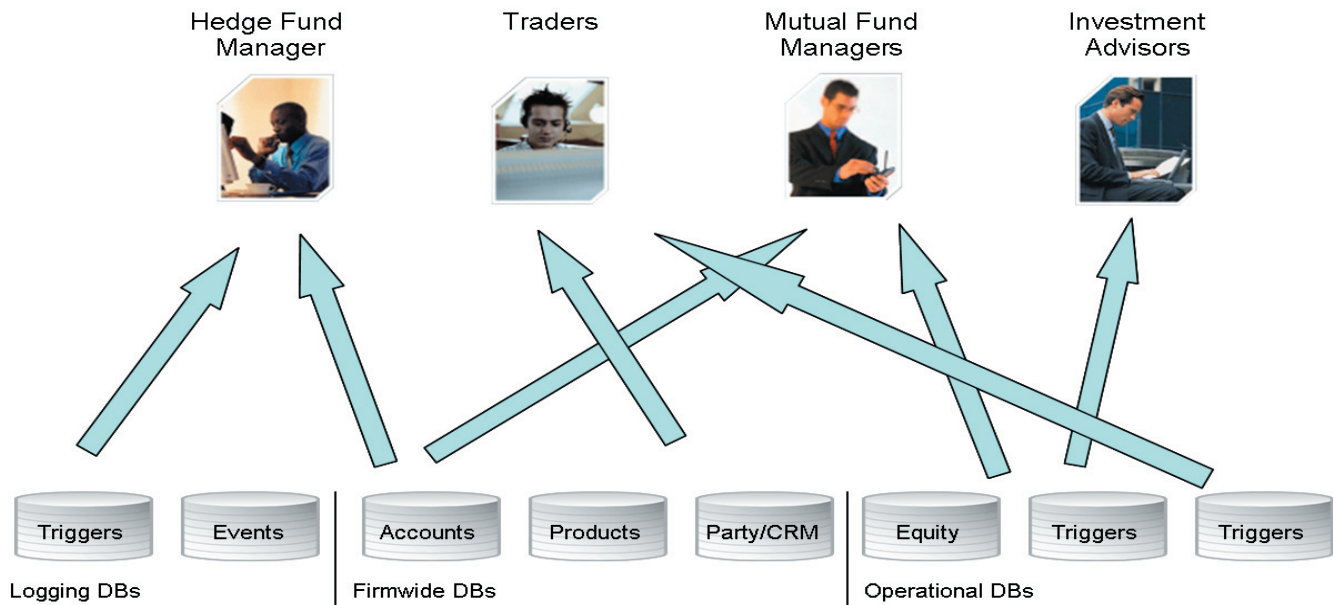


Figure 1

On-Demand Reporting

THE COMPOSITE SOLUTION

Composite Software enables you to build Composite Views of critical financial information that reside in multiple systems (see figure 2.) This approach makes it possible to compose on-demand financial reports – and many other information applications.

Composite Views deliver the right data to the right users at the right time. Users gain access to a myriad of financial and capital markets information through popular business intelligence tools and other desktop applications. Most importantly, this information can be accessed on demand as timeliness is essential to success in the financial markets.

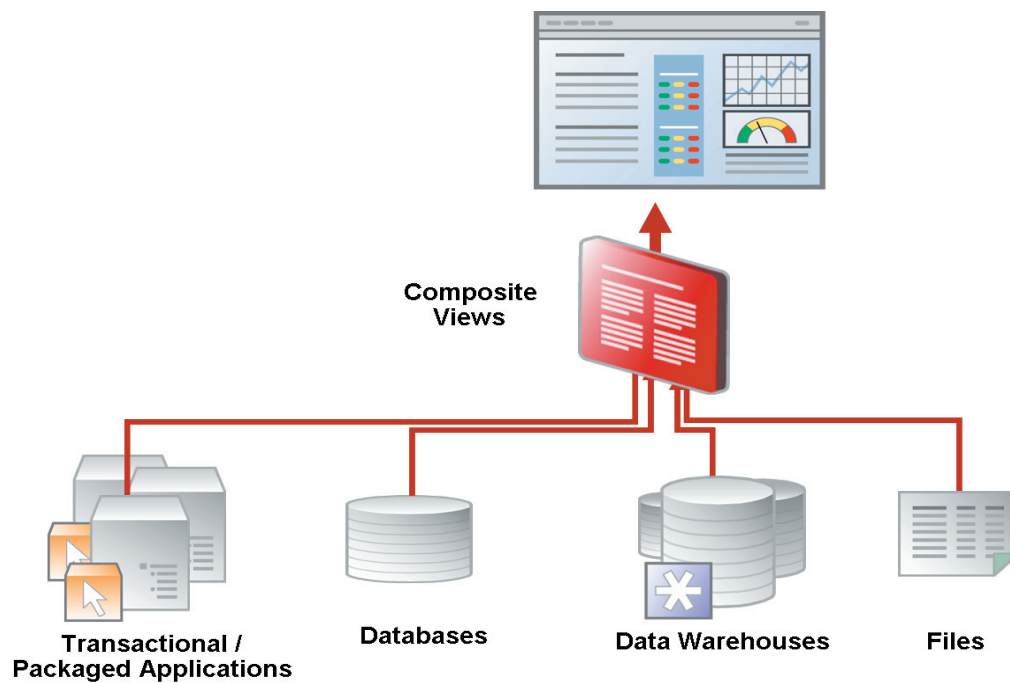


Figure 2

THE COMPOSITE ADVANTAGE

Composite's on-demand reporting solution provides several unique advantages (see figure 3.)

- Enables construction of standard and customized reports displaying real-time data by querying source systems without requiring changes to underlying infrastructure.
- Highest level of query performance through patent-pending IQ (Intelligent Query) optimization technology.
- Allows personalized views which enable each internal or external user to have his own customized reports to meet his current needs – regardless of where the financial data resides.
- Eases changing of Composite Views to incorporate new data sources, changes to underlying data sources, and fulfill the ever-changing requirements of capricious users.
- Involves little up-front implementation through simple-to-use installation and development tools for accelerated speed to solution.
- Enforces fine-grained access control to ensure information security.
- Leverages existing infrastructure without requiring additional data consolidation or integration projects.

On-Demand Reporting



Composite Views – Aggregation of Underlying Data Sources



Figure 3

THE BOTTOM LINE

On-demand reporting capabilities can differentiate your firm's offerings in many ways. An effective solution allows you to deliver information to your institutional clients that they may not be able to obtain anywhere else and enables your internal users to provide thoughtful advice to their clients. An effective solution allows you keep up with the reporting needs of your demanding users without increasing cost. This requires an investment in high performance, flexible infrastructure. Composite's unique solution leverages existing data sources and applications while enforcing fine-grained security controls. Composite enables you to set your firm apart from competitors and allow you to attract and retain elite institutional clients that are the life blood of your business.

COMPOSITE SOFTWARE

Composite Software, Inc.
2655 Campus Drive, Suite 200
San Mateo, CA 94403
T/ 650.227.8200
F/ 650.227.8199
info@compositesw.com