

MASTERING THE COMPLEXITY OF DATA TRANSPARENCY WITH AVA

The Problem: Comprehensive, On-Demand Data Access

Asset management companies need access to comprehensive investor and portfolio data in order to make critical decisions in all areas of business, including product development, distribution, compliance, and investor servicing.

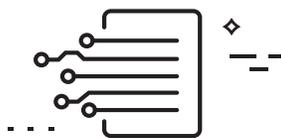
“Our clients want to understand the monies coming into their fund so they can anticipate investable assets or look at selling to cover redemptions,” says Bob Szydowski, Chief Technology Officer at ALPS Fund Services.

Standardized reports available through most back office servicing platforms are limited in the type and timing of data they provide. Custom-generated reports often provide the data a firm needs, but the coding required typically costs

time and money; and when a firm is looking for data to help determine if they need to sell to cover redemptions, they often do not have the time needed for a custom report.

The limitations of the reporting capabilities of most back office servicing platforms are not acceptable for the entrepreneurial funds that make up ALPS' client base. These firms need on-demand data, configured uniquely and on a schedule to help answer the questions that are driving the evolution of their business.

This is why ALPS created a flexible, client-driven, reporting solution as part of its AVA platform: to give clients the necessary transparency into their data and the ability to run reports based on their unique data needs.



Investor-Level Data

- account-level information
- transactional data at investor level that rolls up into fund level
- geographic regions
- by sales rep



Portfolio-Level Data

- general ledger
- tax lots
- security master file
- daily transactions
- NAVs
- holdings

Learn More

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The Solution: Build-Your-Own Data Portal

ALPS' AVA client servicing platform offers all clients a "build-your-own reports" capability as part of the standard contract agreement. This easy-to-use query builder allows clients to set up their own reports, using the specific data elements they need to make their business decisions. With the build-your-own-data portal, all ALPS clients have access to data that includes intraday, nightly and historical information.

Once built, the report can be formatted (e.g., data labels, sorting and graphing) to meet each client's unique needs, and then securely downloaded to a desktop or delivered via encrypted email or FTP. A scheduled export can also be created for use with internal systems, eliminating the need to ask for a custom data feed.

And the most valuable feature? With the "build-your-own" data portal, ALPS clients maintain control over who has data access and can limit individual users' access levels based on

management approval. For many other technologies across the industry, asset managers' access to data and information security is severely limited by the administrator.

ALPS created the client-driven report builder by leveraging the significant capabilities of the DST enterprise. A team from within the 500+ person technology staff revised the analytics tool embedded in the AVA servicing platform. Early attempts to integrate a third-party portfolio reporting tool did not provide sufficient capability to meet clients' demands for granular reporting and flexible data extraction. By focusing its development efforts to address these client needs, ALPS created a solution that provides an unprecedented level of data transparency through a flexible, secure, and client-driven reporting solution.

What makes ALPS unique in the marketplace is the ability to marry the dedication to providing high quality fund services for asset managers with the resources of one of the nation's largest financial services technology firms.

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