AlphaDesk meets the needs of fund managers in a single application that is both easy to use and cost-effective. It seamlessly integrates front-to-back processes with a flexible workflow that can adapt to meet the differing requirements of individual managers. A dedicated team of product specialists and developers provides high-touch support throughout the process.

The software combines comprehensive order management, portfolio management, and operations management functionality together with tools for managing data and integrating with other systems. This suite of tools can be used in its entirety, or specific modules may be licensed as standalone components.

Through innovative design and the early adoption of cloud technologies, AlphaDesk provides an unprecedented level of service and efficiency.

Benefits:
▲ Gain immediate insight into your portfolios. Comprehensive real-time and historical data makes fund managers more effective. Accurate portfolio analysis helps managers react faster and make better decisions. The system provides a single consistent source of analysis— performance, risk and attribution. This greatly improves teamwork and collaboration.
▲ Increase operational efficiency. Straight-through-processing saves time and reduces problems. Automating the trading and settlement process reduces paperwork and highlights any discrepancies early. Knowing the true positions, exposure, and P&L helps fund managers devote their time to what they do best, instead of maintaining and troubleshooting spreadsheets.
▲ Grow AUM by providing better information and by facilitating change. Providing timely, accurate information to investors helps build confidence in the investment process, as does knowing that the fund has high quality institutional grade systems. AlphaDesk also facilitates growth by handling new security types, trading venues, custodians/PBs, etc.
Overview

AlphaDesk is a comprehensive system with the power to drive the many facets of managing an investment fund delivered through a single, straightforward, and easy-to-use interface.

▲ Supports the entire workflow, from portfolio management, trade execution, and settlement to compliance, reconciliation and risk management.
▲ Full support for multiple currencies, strategies, asset types, portfolios and custodians/prime brokers.
▲ Comprehensive support for most commonly traded securities, including equities, currencies, fixed income and derivatives, both exchange-traded and OTC.
▲ Works with most popular data feeds, electronic trading systems, and custodians/prime brokers.
▲ Tablet or mobile device support for monitoring portfolios and trades from outside the office.
▲ Available from the cloud, as a pre-configured appliance or as traditionally licensed software.
Key Features

**Trade Execution**
- ▲ Send orders to thousands of trading destinations via FIX
- ▲ Receive drop copies of orders executed through electronic trading systems
- ▲ Multiple standard and custom methods for allocating trades across portfolios and accounts
- ▲ Trade entry screens appropriate for each security type
- ▲ Shared real-time order blotter shows all orders, grouped and sorted as required
- ▲ Integrated automatic short locate
- ▲ Compare borrow rates to optimize borrow fees
- ▲ Integrated with most popular execution systems (Redi+, Triton, EMSX etc.)

**Portfolio Rebalancing**
- ▲ Rebalance portfolios against other portfolios or a modified model
- ▲ Model exposures across multiple factors (sector, strategy, currency, etc.)
- ▲ Adjust for subscriptions or redemptions before or after they happen

**Operations**
- ▲ Cash management – reconciliation, real-time balances, and cash forecast reports
- ▲ Automated corporate action processing
- ▲ Comprehensive security master, pricing and corporate actions data
- ▲ Net returns estimates for common fee structures

**Risk Management**
- ▲ Stress testing with factor drill down
- ▲ Real-time delta-adjusted net and gross exposure
- ▲ Real-time beta exposure
- ▲ Real-time equity, liquidity, FX, interest rate and credit exposure
- ▲ On-demand Value at Risk calculations, including incremental and contribution VaR
- ▲ Historical exposure reports

**Commission Management**
- ▲ Assign commission rates based on user defined trade and security parameters
- ▲ Split order commission into categories (CSA, research, execution, etc.)
- ▲ Report on commission spending across brokers, categories, and by fund

**Accounting**
- ▲ P&L between any two dates, with support for multiple cost basis/tax lot methods
- ▲ Full suite of accounting reports – Balance Sheet, Income Statement, Trial Balance, etc.
- ▲ Integrated General Ledger with automatic transaction posting, general journal entries, etc.
- ▲ Automated fee accruals for borrow, interest on cash, swap financing

**Compliance**
- ▲ Flexible, integrated, and automated compliance workflow covers the trade lifecycle
- ▲ Editable compliance rule templates to meet specific needs of each fund
- ▲ Pre-deal checking with optional override, as well as end-of-day compliance report
- ▲ Full audit trail on all trades and compliance history including changes made to all rules
- ▲ Customizable user roles and permissions

**Real-Time Portfolio Monitoring**
- ▲ Profit contribution of positions updated in real-time
- ▲ Group and sort positions by any criteria – sector, country, strategy, custom tags, etc.
- ▲ Separate FX P/L and asset price P/L
- ▲ Customizable real-time dashboard
- ▲ Support for most popular real-time price feeds (Bloomberg, Eikon, etc.)
- ▲ Compare weights and profit against a real-time benchmark
- ▲ Look-through to the securities in index futures, ETFs, other funds, etc.
- ▲ Alerts based on user specified trade and position criteria

**Built-in Trade Reporting and Reconciliation**
- ▲ Automated upload of trades to custodians and administrators
- ▲ Automated exception-based reconciliation of positions and trades
- ▲ Automated allocation messages to executing brokers

**Profit Attribution**
- ▲ Multi-period performance attribution/contribution
- ▲ Attribution by position, sector, strategy, long/short, currency etc.

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Deep Support

We provide local high-touch support through our regional support centers from start to finish:

▲ Implementation – Our implementation teams will work with you to plan and optimize your workflows. We will provide a detailed implementation plan and give you regular updates during the on-boarding process.

▲ Cloud Infrastructure – AlphaDesk is provided through a robust cloud-based global infrastructure. Data is stored securely in the cloud and available anywhere through the internet. We manage the servers, maintain the software, organize the upgrades, and monitor all the systems.

▲ Product support – Our support professionals are available by phone or e-mail. There are no hold queues or call center operators. The support team has remote access to your systems and issues are resolved quickly and expertly.

▲ Upgrades – We will upgrade your software regularly so that you can benefit from improvements to the software and changes to accommodate new regulations or industry practices. We perform the upgrades with minimal client involvement.

Meeting Your Current and Future Needs

While AlphaDesk is intuitive to use and straightforward to maintain, it also has the power to continue meeting your needs as your business evolves and diversifies. The entire system is accessed through one piece of software, so there are no new programs to install or learn when you need additional functionality. Advanced features like multi-prime support, custom allocation routines or complex compliance workflows can be configured with minimal effort.

About AlphaDesk

AlphaDesk delivers real-time order, portfolio, and operations management tools to fund managers. It supports multiple portfolios, strategies, asset types, currencies and custodians in a single, integrated solution. The software is available through traditional licensing or as a managed service. Through the use of cloud technologies the system achieves unparalleled performance, functionality, and value for money.

AlphaDesk is developed and supported by SGGG AlphaDesk, a member of the SGGG group of companies. The SGGG group provides systems and administration services to over 500 alternative investment funds globally. The business has been built by focusing on providing clients with an exceptional level of experience, professionalism and availability.

FUTURE PROOFED

Designed to meet the needs of growing funds
Handles new security types and new trading venues
User roles and workflows for any size organization
Continuous development and new product releases