

Proto Financial

Do More With Your Data



The Proto Financial Advantage

Proto Financial is a proprietary platform that allows firms to analyze and report on data which has imperfections or needs to be combined from more than one place. Sophisticated dashboards make these reporting and analysis processes better, faster and more dynamic for end users. The processes are also automated, auditable, and create new consolidated data assets, which benefit your whole institution. With Proto Financial you will:

- Combine data from Excel, prime brokers, accounting and order management systems, Bloomberg and other sources to get comprehensive reports, the way you want them
- Put more accurate, complete and timely information in the hands of your decision makers and give them the ability to spot trends and outliers with visual analysis
- Eliminate hours of wasted time and reduce copy-paste risks by replacing recurring, time consuming and undocumented Excel-based workflows to combine and process data
- Spend less money, see results faster and remain more agile than you would with a custom programmed system

Templates for Hedge Funds

Performance Attribution

Exposure Profiles

Portfolio Holding Overview

Trading Activity Analysis

Custom Intraday P&L

Rebalancing Workflows

Commission Reporting

Analyst Metric Reports

Portfolio Data Integration

Security Master Generation

Custom Research Tools

Cash Rec & NAV Calculation

Design, Implementation and Support

Proto's professional services team is available to design, develop, deploy and support Proto Financial templates and custom solutions.

Our consultants and Proto Financial experts can help you solve real problems in a matter of days or weeks, so you can focus on investing, performance, and risk management. If at any time you want to bring part or all of your Proto Financial expertise in-house, our team can provide training and support to ensure a successful transition.

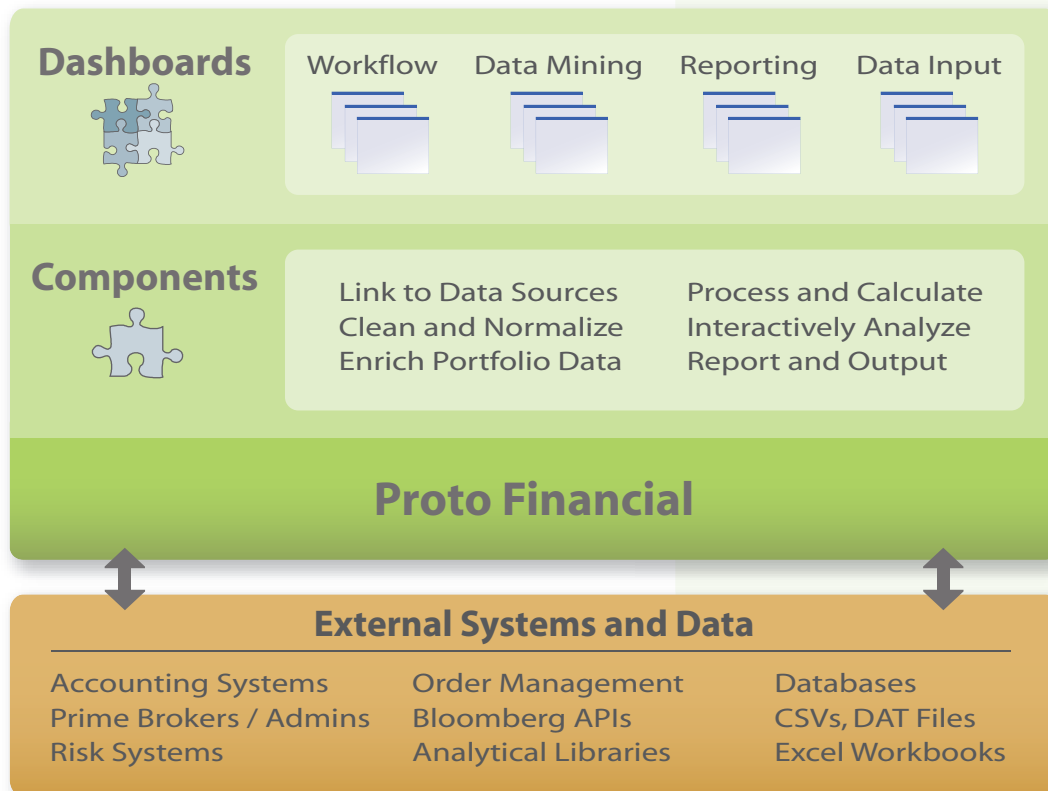
How It Works

Proto Financial makes it possible to implement customized solutions, without reinventing the wheel.

Individual dashboards are assembled using functional building blocks with unparalleled speed and agility in the Proto Financial development environment. Proto Financial can push and pull data on the fly, directly from disparate data sources and systems like Excel, order management software, Bloomberg and databases. This allows Proto Financial dashboards to address specific needs and get into production quickly, instead of first requiring months of heavy infrastructure development that is difficult to change down the road. With one headache gone, you can focus clearly on enhancements, additional dashboards and strategic infrastructure investments to support proven requirements.

Proto's expert implementation team uses hundreds of flexible, pre-built Components and develops new Components as needed to assemble your custom dashboards.

The Proto Financial Platform



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