Power™ FOLIO

Client & Portfolio Management

For Portfolio Managers

THE POWER TO SUCCEED

EXACTSOFT

Power™ FOLIO

Client & Portfolio Management

THE POWER TO SUCCEED

For Portfolio Managers

There is a new investment reality challenging the financial services and investment management sectors, which is altering the business of portfolio managers and investment professionals. Companies that utilize technology properly and in a cost-effective manner will succeed in preserving their market share and in competing for new clients. It is perhaps not surprising that securing new clients and retaining them comes from implementing cutting edge technology to gain a foothold over a competitor.

PowerFOLIO is an integrated suite of tools developed for financial professionals who build advice-based client relationships.

From simple planning concepts to in-depth financial plans, PowerFOLIO covers the full spectrum of wealth management scenarios.

"PowerFOLIO is a key factor in our ability to handle expanding volumes of client transactions as we experience rapid growth."

GENERATING growth through technology

Given the demanding nature of the client being served, the elevated levels of advice and service required and the growing regulatory and compliance challenges, as well as the costs associated in serving them, only firms who use technologies to offer the service and performance theses clients expect, will succeed. Any failure to meet the needs of these demanding investors will result in lost business.

PowerFOLIO provides portfolio managers with all the necessary tools to professionally manage client portfolios with a minimal hands-on approach. With PowerFOLIO, portfolio managers have a clear and concise system to support all of their complicated operational needs. In fact, PowerFOLIO provides real-time financial analysis and reporting of each client, with the ability to administer all this within an easy and convenient environment.

PowerFOLIO offers a solution that can be used by demanding portfolio managers around the globe. This fully functional, user-friendly product has married cutting ege technology with solid discretionary portfolio management. The very structured and stable environment of PowerFOLIO proposes time-saving features and processes combined with the complete tracking and required accuracy of transactional information.

KEY BENEFITS

- **Streamlines all customer interactions**
- **Integrates all customer information, investment transactions, and account holdings globally**
- **Increases accuracy of all client information and portfolio transactions**
- **Reduces risk by reducing human error, ensuring correct client transactions are carried out**
- **Accesses entire client information and portfolios off-line when using a customer relationship management (CRM) module**
- **Increases flexibility and productivity by providing Web access to entire account history**
- **Creates a wider choice of investment products, new client services based on changing client needs, and client-centric programs and sales strategies**

Power FOLIO™

Client & Portfolio Management

For Portfolio Managers

For portfolio modeling, PowerFOLIO has the ability to direct trade orders and information, with full audit trails, to a transaction processing center for further management, before actually being forwarded to the brokerage network for execution.

PowerFOLIO managers can easily construct individual or collective portfolio types. They can create their own investment asset mixes and investment targets in real-time results performance reporting on all portfolio and individual assets alike. Of the many standard reporting features, PowerFOLIO also includes online historical information, multicurrency reporting (for portfolios and individual investments), real-time position and cash reporting, composite index comparisons (against internal/external indices and funds comparisons), and management fee calculation and collection.

"PowerFOLIO provides us with qualitative data on our clients to better understand their real needs."

MANAGING growth, change and productivity

PowerFOLIO allows your organization to efficiently centralize most of your external financial data sources with built-in interfaces. These data links include:

- FundSERV
- Morningstar
- ISM (IBM Global Services Back Office)
- Penson
- Government of Canada RESP link
- Belzberg
- Bloomberg
- Bridge
- FMCNet
- iBalance.

Exactsoft's PowerFOLIO allows your firm to create software solutions that address the needs of today's investment businesses.

Exactsoft has been successfully delivering its PowerFOLIO client and portfolio management platform to the financial services industry by addressing the following industry needs :

Data collection and reconciliation

Customer responsiveness

Customer-supported document management

Investment process integration

Investment restrictions

Model-based investment management

Valuations, dividends, corporate actions & events

Interface technology with external information sources for holdings, dealings, and pricing

Vast client reporting capabilities

Internet access for clients and partners

Data warehouse export capabilities for extensive analytical, performance measurement and customized reports

Power FOLIO™

Client & Portfolio Management

For Portfolio Managers

T H E   P O W E R   T O   S U C C E E D

Your sales and operational expenses are spiraling out of control. With revenues going through the floor, portfolio managers are aggressively seeking methods to reduce their operational costs, and increase the efficiency of their transactions and reporting. Not only are they extending these efficiencies to their own back offices, but also seeking to automate their buy-side and client sales-oriented activities.

"PowerFOLIO offers cost efficient integration and scalability that exceeded our expectations"

GETTING more results for less

Additionally, trades are becoming expensive to both make and correct. Nobody can afford an imprecise trade, or a failed investment transaction. Transaction costs for processing a trade can prove to be quite expensive. A failed trade of just 100 shares can cost the same amount in clerical time to repair as a 50,000 share trade. In short, the accuracy required to service your smaller customers can cost you as much as your larger customers.

PowerFOLIO client and portfolio management software provides tremendous value to organizations that utilize the solution effectively. Exactsoft has extensive experience providing investment management solutions that deliver significant and quantifiable value to customers. It is not uncommon to observe a full return on investment (ROI) with PowerFOLIO.

Today, most solution vendors of investment and portfolio management solutions are demanding high prices for your individual needs such as: front office operations, sales-rep access, back office, web access, and client and statement access. PowerFOLIO allows your firm to bundle everything together for the lowest operational costs in the industry today.

As portfolio management has matured, asset managers have found themselves encumbered with an unmanageable set of tools and software, all built or bought at different times and all designed to perform different complex tasks that are part of the same process. Therefore, it's no surprise that fund managers would want to find a single integrated solution that can handle all of these different tasks elegantly.

One of the biggest challenges for portfolio and investment professionals is facing the fragmented nature of their current portfolio management systems. They usually have several custom solutions that different programmers built, as well as a few off-the-shelf products, none of which ever communicate to each other, and all creating separate islands of data. PowerFOLIO creates a software framework whereby all applications and their related functions work together seamlessly, saving your users a considerable amount of time and money.

PowerFOLIO is one of very few products that unifies data integration with "what if" scenarios, strategy simulation, portfolio risk, and portfolio optimization, all within historical context.

Power FOLIO™

Client & Portfolio Management

THE POWER TO SUCCEED

For Portfolio Managers

SECURITY

Application security is fast becoming a requirement for the majority of the financial applications market. Globally, government regulations are having a dramatic effect on the way business applications are designed, installed, and run. To meet these demands, PowerFOLIO has been designed in a secure fashion; with numerous security features that support the latest advances in security protocols.

All activities are tracked, logged, and saved to a "separate database" that cannot be altered by anyone within your organization. In addition to being a strong deterant to misuse, this security feature allows a simple and justifiable auditing process for any reviews of your banking and/or investment process by internal auditors or external agency regulators.

Moreover, PowerFOLIO's database achieves a high-level of security through the use of cryptographic operations such as encryption, message digests, and message authentication codes. Our database contains support for multiple new cryptographic operations. These functions support a number of well-recognized algorithms including DES, DES3, and AES for encryption and MD5 and SHA for data integrity.

At Exactsoft, our developers understand how security issues and regulations affect your business needs and your customers' concerns and how security plays a key role in your success.

Today, investment and financial service companies understand the importance of being customer centric and are collecting more customer data than ever before. However, they still face the task of sharing this ever growing mountain of information with other areas of their operations to understand who the customer is, what the customer wants, how to deliver better service, and how to keep the account.

CONNECTING to your client data

Third party sales and customer analytics tools enable organizations to understand and optimize their sales force, revenues, and sales performance over time. These tools empower sales directors, branch managers, and individual investment representatives with an unprecedented ability to explore sales data, analyze key sales metrics, and use this analysis to optimize the sales process.

PowerFOLIO's PowerBridge interfacing technology provides any third party customer analytics tools with a quick and seamless way to interact with your growing customer database. The combination of PowerFOLIO and PowerBridge will satisfy the needs of your account managers, sales administration staff, remote workers, and independent mobile sales representatives.

PowerBridge connects your current sales account management, analytics, and reporting tools to PowerFOLIO. It allows you to share data files with external CRM (Customer Relationship Management) and SF A (Sales Force Automation) solutions such as Maximizer , Goldmine, and ACT!, as well as other sales contact and analytic solutions preferred by many investment professionals to assist them with their daily sales and administration tasks, investment and market updates, client memos, sales appointments, and calendar scheduling. *You are connected with PowerFOLIO*.

Power FOLIO™

Client & Portfolio Management

THE POWER TO SUCCEED

For Portfolio Managers

Additional regulatory and reporting changes are constantly being introduced to investment management and financial services that will emphasize compliancy and demand your organization and its staff to account for even more of your daily investment portfolio and advisory activities. PowerFOLIO can be an integral part of your organization's ongoing compliance policies and initiatives.

Your appointed external auditors and regulators will be able to quickly audit any client instructions, investment activities, and related activity reports. This helps to ensure that your clients' money is not being put at risk by undocumented instructions or questionable procedures.

PowerFOLIO can assist your firm's compliance department to make sure that your front office and back office staff have the right reporting tools to follow the compliance laws properly. Furthermore, using PowerFOLIO as the core of your compliance strategy will cost your organization less over time, and with expanded functionality, than what a demanding compliance solution and outsourcing firm will charge. More importantly, your sensitive client information and critical investment data and related portfolio positions will reside within the security of your organization.

ACHIEVING industry compliance

Your compliance programs are geared towards protecting not only your investors' interests, but also the interests of your advisors, funds, and operational staff. It is difficult to achieve these results with a stand-alone PC-based computer system, with each employee running their own PC, creating dangerous islands of sensitive data. You need a central database and that means a secure networked-based client investment management solution. This requires a data server and a network application with full controls, security, and backups.

With PowerFOLIO your organization has the strength of a powerful record keeping system in place to ensure that it can document its daily business affairs and the transactions it carries out on behalf of your clients with the highest level of accuracy and reporting possible.

PowerFOLIO supports your compliance programs with :

- **Electronic reconciliation of all trades (such as FundSERV, ISM, or other investment data and transaction services)**
- **Maintaining extensive "know your client" (KYC) profiles and their updates**
- **Archiving by document management technologies for quick access by internal auditors or external regulators**
- **Accuracy of all client records and logging of account activities ensuring overall security of client holdings and valuations**
- **Archiving all transaction activities**
- **Online access to full client history (unlike other solutions which offer only 3 to 6 months of client histories)**
- **Safeguarding your business processes**
- **Client books and records retention**
- **Security audit trails and internal controls**

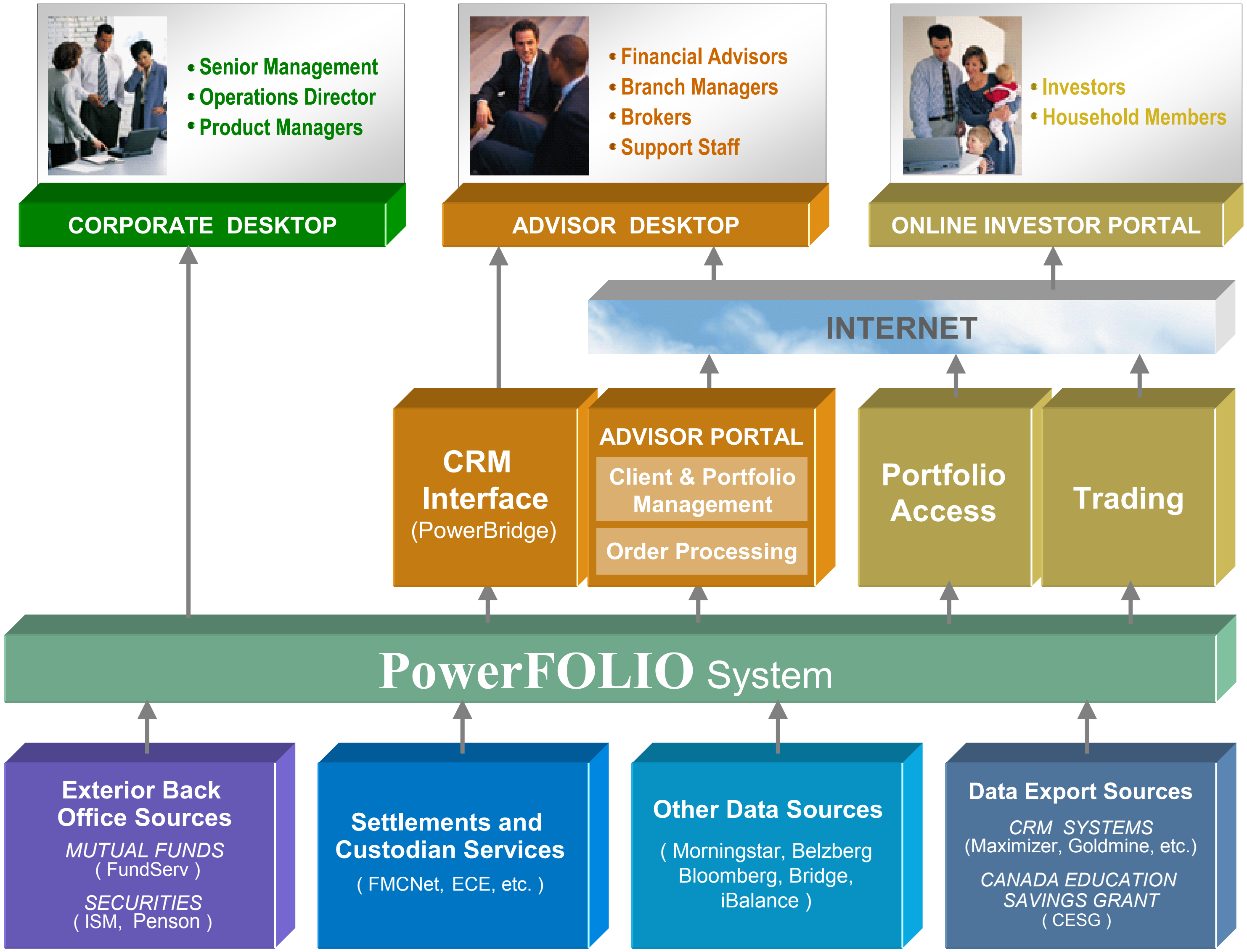
PowerFOLIO™

Client & Portfolio Management

THE POWER TO SUCCEED

For Portfolio Managers

FUNCTIONAL DIAGRAM



PowerFOLIO™

Client & Portfolio Management

THE POWER TO SUCCEED

For Portfolio Managers

FUNCTIONAL FEATURES

Front Office

Buying / Selling:

- Multiple or single trade order processing
- Block trading
- Trade order follow-up (on-screen, report based)

Portfolio management:

- " What if " investment scenarios
- Real-time reporting and tracking on overall and individual assets
- Family groupings on portfolios
- Portfolio modeling
- Real-time reporting on portfolios
- Historical reporting
- Full multi-currency reporting
- Accrual and interest calculations
- Retention of transactional details
- Comparative graphics on assets allocations
- Real-time and projected cash management
- Asset target reporting and management
- Foreign content reporting
- Indices performance comparisons
- Off-the-books asset recording

Statements:

- Client listings
- Performance statistics
- Total assets
- Account statements
- Valuation production
- Off target asset reporting and control
- Projected income statements
- Capital gain statements
- Periodical portfolio comparisons on performance basis

Middle Office

- Portfolio monitoring, management and compliance level
- Management and control, transactional and asset trading level
- Tracking of shareholder records
- Portfolio objectives and constraints
- Document scanning
- User-defined document and field maintenance
- Centralized trade order desk with optional order approval control and processing
- Report builder interface
- Third party interfacing for transaction loading
- Data warehousing

Back Office

- Depository management
- Management of all financial products and pricing
- Price uploads from third party sources
- Batch printing of statements and portfolios
- Transactional processing and management
- Cash management and monitoring
- Fiscal statements reporting
- Fully integrated accounting module (optional)
- Multi-currency financial statements reporting to include balance sheets/P&L statements and budget reporting

To learn how PowerFOLIO can help expand your business, while increasing productivity, controlling operational costs, and increasing revenues, please call one of our representatives to schedule your free and private demonstration at the following toll-free number:

1-866-928-7200 or contact us by email at:

demo@powerfolio.com

www.exactsoft.com

EXACTSOFT