

GENESIS

# One Platform. Every Role. Total Clarity.

Genesis is a unified, cloud-native investment management solution that connects your entire investment office on a single, trusted data platform. Built for the way firms serving private and institutional investors—or both—work today, Genesis eliminates silos and enables real-time interoperability across the entire investment lifecycle including, portfolio management, trading, accounting, and reporting.

## One Solution Empowering Every Role

Genesis empowers every team to access the data and applications they need—without swiveling between or stitching together systems.

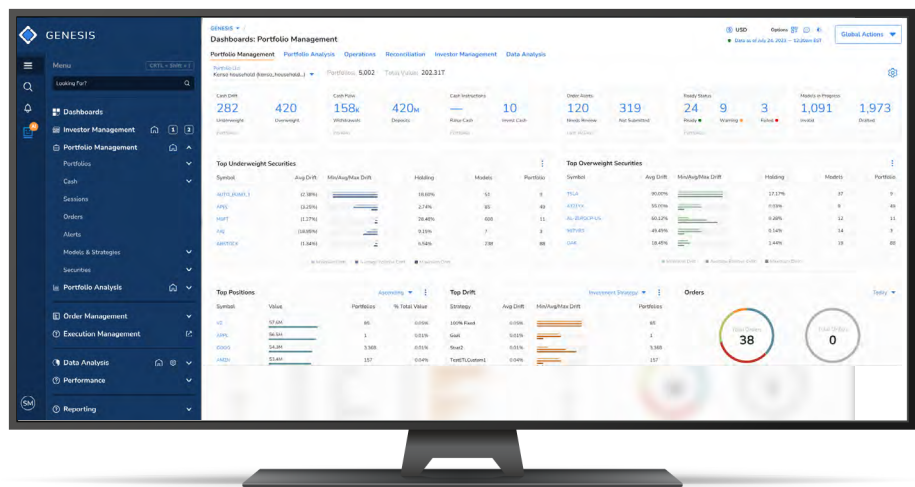
**Portfolio Managers:** Real-time insights, scenario modeling, and performance analytics that accelerate and improve decision-making.

**Traders:** Integrated blotters, compliance checks, and market data in a single workflow for faster execution.

**Investment Operations:** Transparency into positions, cash, and reconciliations enabling operational efficiency.

## Powered by a Single Data Platform

At the core of Genesis is a single, enterprise-wide data platform that synchronizes fragmented data into one source of truth, powering seamless workflows and actionable insights across all teams.



**Data consistency and integrity:** A single, shared data source and real-time and intraday synchronization ensure teams are aligned.

**Maximum flexibility:** Modernize and scale your investment office on your timeline, with a cloud-native platform that makes it easy to add functionality as needed without disruption.

**Governance and Security:** Built-in governance and security ensure data integrity and regulatory confidence.

## Unified Applications for the Modern Investment Office

Genesis delivers seamlessly connected applications—each purpose-built to empower every role across your investment office.

**Data Analytics & Insights:** Advanced analytics and visualization tools for portfolio analysis and decision-making.

**Portfolio Management:** Model, construct, and rebalance portfolios at scale, with real-time scenario analysis, exception monitoring, and support for multi-asset, multi-sleeve, and multi-currency strategies.

**Trading & Compliance:** OMS workflows with real-time compliance checks, market connectivity, and seamless market data integration.

**Accounting & Operations:** Complete IBOR/ABOR functionality for accurate, real-time valuations and reconciliations. Managed operations offerings free up time to let your team focus on higher value work.

**Investor Management:** Robust reporting tools and client portals for investor communications and performance attribution.

**AI beyond the hype:** Agentic AI automates compliance, reconciliation, and reporting, learning from your data to deliver increasingly personalized, effective solutions.

## The Future of Connected Investment Operations

Genesis is more than a platform—it's a blueprint for achievable transformation. By unifying data, workflows, and insights, Genesis helps firms operate with confidence, clarity, and speed.

### Ready to see Genesis in action?

Discover how a unified platform can transform your investment office.

Request a personalized demo today at [advent.com/genesis](https://advent.com/genesis) or contact [info@advent.com](mailto:info@advent.com).

## About SS&C Advent

SS&C Advent, a business unit of SS&C Technologies, is helping more than 5,000 asset managers and asset owners worldwide transform their investment processes to maximize operational efficiency and fuel growth.

Inclusive of the full SS&C Eze solution suite, Advent delivers highly specialized and sophisticated solutions underpinned by a modern, scalable and flexible cloud framework to maximize efficiencies across portfolio management and reporting, trading, compliance, investor management and more. From start-up and emerging funds to the most recognized and established institutions, Advent solutions have provided firms with innovative and award-winning technology solutions backed by unparalleled client service for over 35 years. For more information, visit [advent.com](https://advent.com).

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