

# PureModels

Manage more portfolios more effectively with a modeling tool that is complete and flexible.



## OVERVIEW

Portfolio rebalancing is a time-consuming yet crucial activity for you. Hours are spent to painstakingly balance your company's assets and security models across all of your clients' portfolios, taking into account every exception and preference.

PureModels frees up those hours and resources by standardizing and automating this process. PureModels is an easy-to-use package that supports an unlimited number of models: it lets you apply sophisticated standard models or customized models to your clients' portfolios. Quickly rebalance your asset and security mixes, and let PureModels automatically update your clients' models with recommended trades.

## EFFICIENT AND AUTOMATIC – YET COMPLETELY FLEXIBLE

Streamline your processes by managing based on accounts or groups of accounts. PureModels automatically allocates trades to accounts based on your rules and settings. With the Activity Monitor, you can easily track fills and allocated shares.

Restrictions, exceptions, and special cases always pose a challenge to track accurately. PureModels is designed to handle all account, security, and trade exceptions. Enter the settings once and the engine automatically accounts for these, thereby reducing costly errors.

- Easily track fills and allocated shares with the Activity Monitor
- Automatically account for exceptions and special cases

## INTEGRATE YOUR WORKFLOW...

PureModels works closely with your existing systems and processes. It retrieves pricing information and portfolio data from your back-office systems. It supports integration with and export to multiple trading systems. For additional analysis, the trade blotter and other reports can be exported to spreadsheet applications.

- Integrate with multiple trading platforms and portfolio management systems
- Export trade blotter directly to spreadsheet for further analysis

## INTUITIVE INTERFACE WITH POWERFUL MODELING

PureModels' user-friendly interface eliminates the need for complicated spreadsheets. A glance at the dashboard interface immediately informs the user

## KEY BENEFITS

- Quickly calculate accurate results
- Apply models at the *Household, Client, or Account* level
- Consolidate trades across a large number of accounts
- Provide asset managers with a user-friendly interface for managing accounts
- Integrate directly with your trading work flow

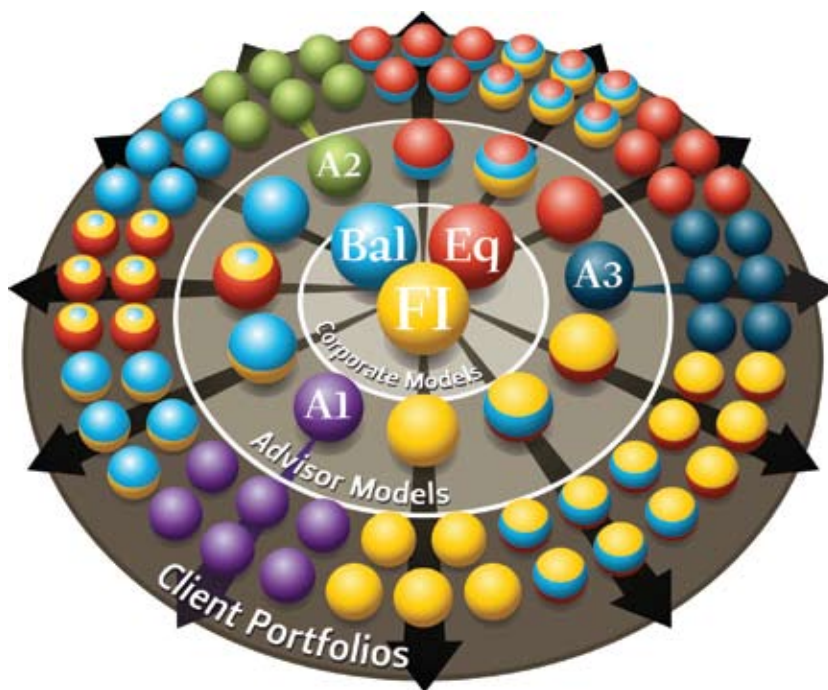
## FEATURES

- Sophisticated model engine allows for unlimited number of models
- Tools to create advanced models and sub-models
- Shows dynamic and fixed models side by side

of pertinent rebalancing information for each security and account.  
 Easily set dynamic and fixed targets; instantly allocate block trades.  
 Quickly review and approve recommended trades utilizing the trade blotter.

Use public models to let your advisors take advantage of your standard strategies. PureModels' sophisticated engine supports the construction of models on top of sub-models; this lets you standardize your strategies while still allowing for flexibility. Through security settings, you can also let all of your advisors create their own private models.

- View key information quickly via a user-friendly dashboard interface
- Construct sophisticated models with ease
- Quickly set dynamic or fixed targets
- Automatically rebalance client accounts and allocate trades



## Construct customized models based on standard models.

- Corporate Fixed Income Model
- Corporate Balanced Model
- Corporate Equity Model
- Composite Models
- Advisor Model 1
- Advisor Model 2
- Advisor Model 3

### LOOK AT YOUR ASSETS FROM A TOTAL PORTFOLIO PERSPECTIVE

Easily create new models for groups of accounts, or build one based on allocating different percentages of existing models through PureModels' sub-modeling feature. The dashboard interface offers an intuitive rebalancing view and automates customizable trade allocation information for each group. Focus on making "big picture" recommendations while remaining confident that each portfolio's individual account details are being optimized accordingly.



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