EMC HEDGE FUND AND ALTERNATIVE INVESTMENT SERVICES
Leading transformational journeys along the hedge fund value chain

ESSENTIALS
EMC Hedge Fund and Alternative Investment services provide:

• Strategic and tactical responses to emerging hedge fund challenges in infrastructure, data management, and risk
• Cloud infrastructure assessment and deployment
• Big Data and analytics
• Risk Management and Compliance frameworks that address new regulatory requirements
• End-to-end solutions from strategy to implementation

BUSINESS CHALLENGES
Hedge fund and alternative investments (HFAI) companies’ requirements for low-latency real-time data—and the need to handle both “vanilla” and complex securities, unique portfolios views, high trading volumes, and specialized regulatory challenges—demand strategies and solutions that go beyond those traditionally available to the asset management industry. These organizations must be able to respond to industry-specific operational, regulatory, and technology challenges. For example:

• Exponential growth of data available and required for meaningful analysis, along with multiple sources and uses of data, is driving interest in effective Big Data solutions that can analyze large amounts of structured and unstructured data and/or provide real-time analysis to support relevant investment or risk mitigation activities.

• Demands for cost efficient and flexible technology and infrastructure solutions to support future growth and allow focus on core investment activities is driving interest in outsourcing and development of cloud services that provides some degree of cost certainty and focus on core activities.

• Increased regulatory requirements and scrutiny (e.g., Dodd Frank, Form PF, Volker Rule, Form SLT, Legal Entity Identifier, FATCA, and hedge fund registration) require that organizations be able to respond quickly and effectively to both client and direct regulatory requests for data and transparency of operations.

• Reduced market volatility is leading institutional investors to seek alternate investment vehicles; this, in turn, is changing the dynamics of hedge fund client service and reporting needs.

• Mobile capabilities are increasingly important and demanded in the hedge fund space. The ability to stay in touch while away from the office, and having full trade and informational capabilities on a device, translates into increased productivity and responsiveness to market events.

EMC HFIA SOLUTIONS
EMC® works with HFAI companies to develop strategies for addressing the key business and technology drivers affecting their business: Generating alpha; complying with increased regulatory and financial requirements; aggregating information from multiple sources and analyzing real-time data to create insights and actionable investment or risk mitigation strategies; optimizing aging and obsolete on-site infrastructure with more robust technology models; and enabling straight-through processing and automated connectivity in trading/investing environments.
Our HFAI solutions leverage EMC practitioners’ unique combination of industry and technology expertise and experience in business intelligence analytics; data warehouse and cloud; data quality, analysis, and governance; and regulatory compliance frameworks—along with proven application and hardware solutions to address your critical Big Data, Cloud, and Trust considerations, specific to your industry.

**DATA MANAGEMENT & ANALYTICS**

Among today’s biggest challenges for HFAI firms is the inability to process high-volume, rapidly changing information from multiple internal and external sources in support of business operations, and the lack of tools to make sense of this information for business intelligence purposes. The management of the data and supporting architecture and tools must address the issues that arise from the data volume, the wide variety of data formats, the velocity at which the data arrives, and the complexity of the data.

EMC can establish or extend your enterprise data solutions, from consolidated to federated models, through implementation of third-party software or data services. We can also develop and implement data stewardship and data governance frameworks. Our practitioners understand the proliferation of more complex specialized applications (execution management, risk management, back testing, research, etc.) that both provide and consume data in different formats, latencies, and levels of granularity. We can help you address operational and analytical complexity due to the use of multiple prime brokerages, as well as develop capabilities to analyze that data effectively and efficiently.

**ITIL ASSESSMENT & ROADMAP**

This service helps HFIA managers assess their current business and technology environment as well as identify the path to meet their future needs across the people, process, and technology spectrums. EMC will review your business processes, IT, and organization to identify “pain points” and functional/technical gaps in current state. We can also develop and implement a future-state vision encompassing optimal solutions such as scalable infrastructure to most efficiently support business growth, and cloud solutions such as Software as a Service (SaaS) or Infrastructure as a Service (IaaS) as appropriate for your needs.

**COMPLIANCE AND RISK MANAGEMENT**

EMC deploys and supports the management of solutions that cover a variety of hedge fund compliance needs—from hedge fund registration to Sarbanes-Oxley, BASEL II, Form PF, FACTA, risk exposure, trade compliance, and more—across multiple industries. Services include process definition, document management, management reporting, ongoing audit and management of compliance initiatives, and regulatory reporting. Our practitioners closely follow the debate and developments in hedge funds regulation, which includes maintaining baseline policies and procedures to address potential changes in hedge fund compliance requirements.

EMC will provide evaluations of compliance readiness and “best practices” for operational and investment risk management throughout the asset management lifecycle, providing support from front-end Dodd-Frank and Know Your Customer requirements to pre- and post-trade compliance, risk aspects of performance measurement, and client reporting. We also help you address broader and more complex regulatory requirements through more robust Big Data Analytics driven by:

- Business data and rules such as counterparty terms, credit exposure, and collateral agreements
• Business/operations data from prime brokers, exchanges, P&L, derived sources
• Data capture and analysis platform supported by technologies like Greenplum®, with visualization and reporting layers
• Analytical results that inform actionable investment and risk management decisions

HEDGE FUND OPERATIONS SUPPORT
EMC can conduct RFI/RFP engagements on your behalf for applications that are central to hedge fund trading, accounting, and operations. We use a proprietary methodology for product selection (RFI/RFP) and assets to jumpstart the process, and leverage extensive industry/vendor expertise in selecting and implementing leading asset management products such as trade order management, derivatives accounting, performance attribution, reconciliation, and client reporting. Our practitioners have extensive Order Management Systems experience and leverage strong relationships with a number of industry leading vendors in the various operational spaces of hedge fund trading, accounting, and operations—and support your operational philosophy in the context of your needs for real-time analytics, pre-trade compliance, integration of derivatives and alternative investments data and systems, and other operational capabilities.

MOBILITY SOLUTIONS
Mobile devices enable HFIA employees to perform their jobs more productively—in any place, at any time. However, when not optimally implemented, mobile solutions may introduce potential risks, including: loss of control over access to firm information, systems, and client data, as well as diminished records retention and archival from using various messaging systems (i.e., SMS) and social media websites. The EMC Mobile Advisory Service can help advance your organization’s mobile capabilities by determining the best approach and suitable deployment model for a rapidly changing technology and consumer landscape. Deliverables include a business opportunity matrix, use cases, readiness assessment, reference architecture, and an integrated roadmap to achieve the desired mobility deployment model.

EMC GLOBAL SERVICES DELIVERS RESULTS
EMC Global Services enables customers and partners to transform IT, realize the agility and efficiency of a trusted cloud, and capitalize on the competitive advantage of Big Data. Our 15,000+ services experts worldwide, plus global network of partners, deliver the skills, knowledge, and experience organizations need to accelerate their cloud, Big Data, and trust initiatives and get the maximum value from their EMC technology investments—with an unending commitment to an exceptional total customer experience through service excellence.

CONTACT US
To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.EMC.com.

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