AUTOMATE
SIMPLIFY
AND EMPOWER
YOUR INVESTMENT
MANAGEMENT
OPERATIONS



Axia

Profile Software

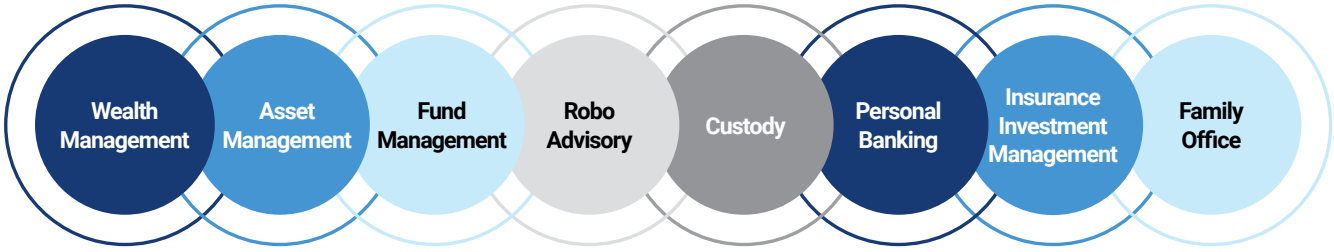
The Platform

Axia Suite is a pioneering, omni-channel investment management platform with an intuitive and responsive user interface that delivers advanced, end-to-end functionality, on a single environment and database model, to address the digital era challenges of the industry. Backed by three decades of market experience, continuous R&D and client-centricity, Axia enhances the investment management services, promotes competitive advantage and ensures compliance.



Axia Suite has been competitively ranked on top positions by international industry experts and has consistently been awarded with distinctions based on its cutting-edge technology, product functionality and growing clientele.

Axia Suite's Solutions





Key Highlights

Full coverage of investment management needs

Built on modern technologies, Axia Suite delivers comprehensive functionality to holistically meet and exceed demanding industry requirements. Providing a wealth of sophisticated market-driven capabilities, ranging from Client Onboarding, Risk and Portfolio Management to Robo-advisory, AI, analytics and reporting, it effectively addresses regulatory, operational and business needs, helping organisations increase performance and growth.



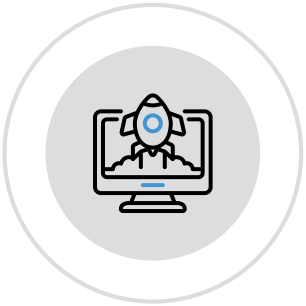
Advanced client and user experience (CX-UX)

Axia Suite enables professionals and their clients to experience increased usability through its integrated capabilities and service delivery across multiple channels, empowering collaboration, engagement and a personalised offering. The platform offers an interactive, graphical, multi-lingual user interface, customisable dashboards, advanced search tools and drill-down capabilities leading to easy navigation and a simplified way to perform daily tasks.



Agile and automated operations

Axia Suite accelerates business agility through a quick setup process, supporting a variety of deployment (on-premises or in the cloud) and sourcing options (IT and / or business processes outsourcing – ITO / BPO) as well as transparent licensing. With its intuitive design, modularity, robust architecture and STP capabilities, it enables a high degree of automation across operations in real-time, for cost efficiency.



Axia Suite

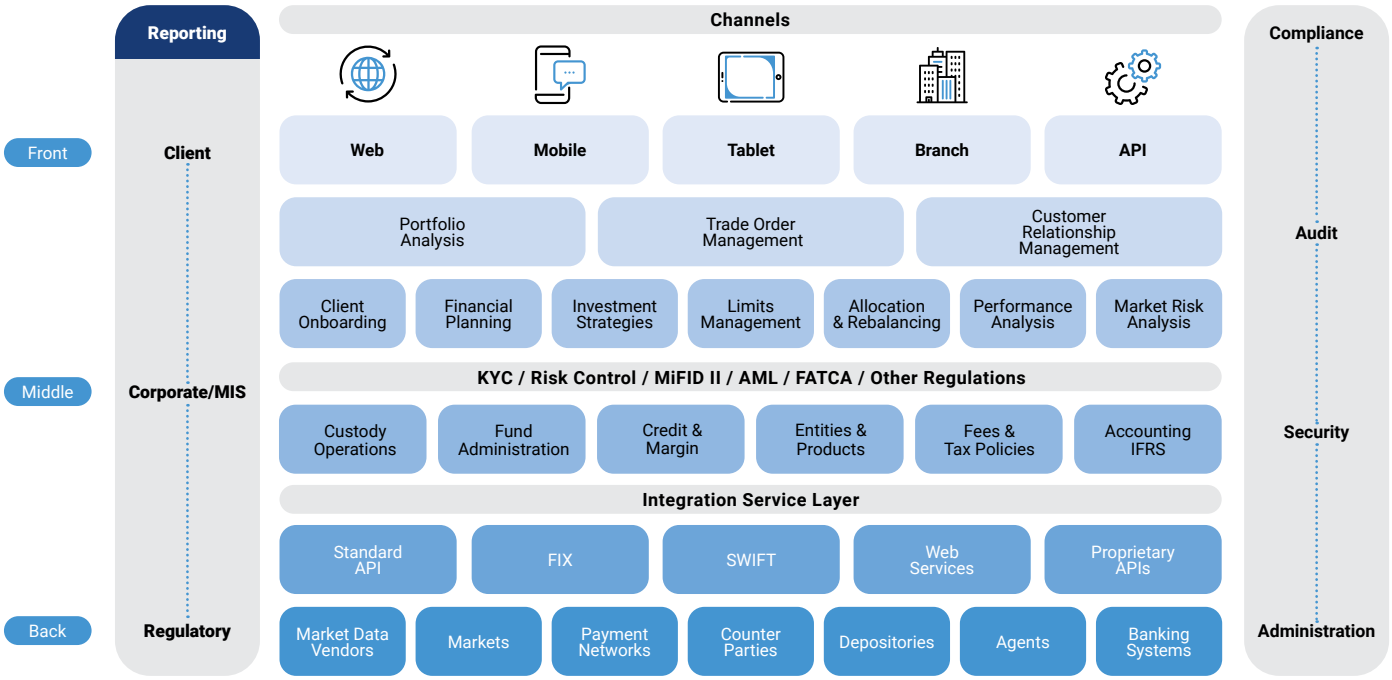
A next-generation Digital Investment Management System

In today's increasingly challenging and demanding marketplace with continuous regulatory changes and emerging digital customer preferences, Financial Services Firms are seeking more innovative investment management solutions to simplify and empower their business operations.

Axia Suite provides Financial Institutions, such as Banks, Wealth, Asset & Fund Managers, Family Offices and Insurance Firms, with competitive functionality and online access to information from anywhere, at any time, allowing them to proactively respond to client demands, improve their profit margins and transform their business.

Modular Capabilities

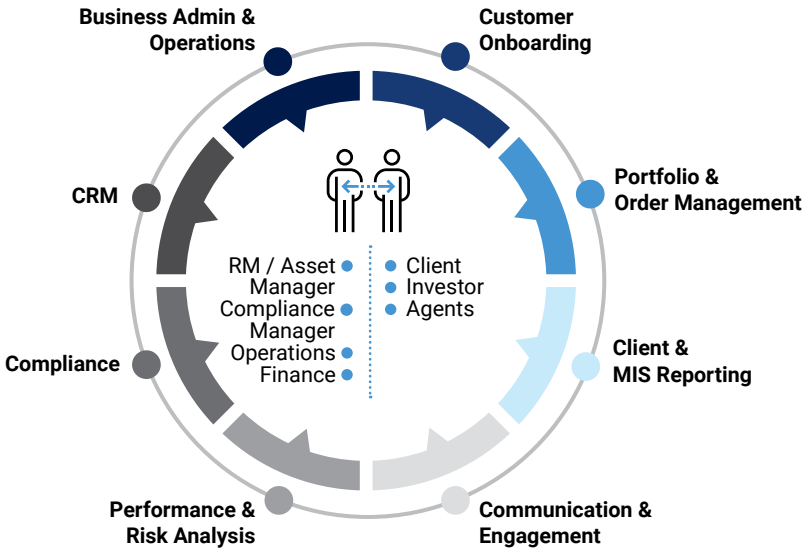
The platform provides a wide range of real-time services and functionality combined into solutions which support large data volumes and Straight Through Processing (STP) from Front to Middle and to Back Office operations. The modularity and flexibility inherent in Axia Suite allow for standalone installations or easy integration with existing ecosystems, as the platform provides connectivity through a standard API and ready-to-use connectors with numerous 3rd party platforms and providers (i.e. custodian banks, market data providers, etc.).





Key Features

- Cutting-edge, end-to-end, web-based and cloud-ready technology
- Responsive UI enabling omni-device access and 24/7 services
- Built-in client access, alerts & communication tools
- All functionality on a single platform; non-complex infrastructure
- Workflows support; standard & configurable reporting views
- API enabled; easy connectivity & apps integration
- Multi-asset class, -currency, -lingual, -jurisdiction, -analysis level, etc.
- Continuous evolution, proactively addressing new trends.



Key Benefits

- Agility, new services and digital strategy support
- Greater productivity; an easy-to-use and modern environment
- Improves client experience and engagement
- Easy maintenance and upgradability; low TCO
- Cost reduction and profitability margins optimisation
- Ability to partner / integrate with Global Players
- Full compliance to local and international regulations (i.e. MiFID II, GDPR, etc.)
- Supports rapid business expansion and future needs.

The Solutions

Wealth Management

The solution provides Private Banking and Wealth Management organisations with the required tools to boost a client-centric approach, for effective relationship and portfolio management.

- Front-to-Back support for execution-only, advisory and discretionary management services
- Powerful onboarding workflows, collaboration tools (messaging, video conferencing) and alerts
- GIPS-compliant performance measurement, benchmark comparisons and risk-adjusted metrics
- Order management, rebalancing and proposals with What-If analysis and simulations
- Robust rules-based compliance engine to achieve effective risk control
- 360° views and in-depth analysis through an extensive set of dashboard templates and reports
- Online access through multiple channels for Wealth / Relationship Managers and clients.

Asset Management

The solution enables Asset Managers to easily adjust to market requirements and to effectively manage investment-related operations.

- Multi-asset class support, including traditional and alternative investments
- Real-time transaction processing, evaluations and reconciliation
- Automated Front-to-Back operations, with pre-trade simulation analysis and order matching
- Multi-dimensional performance reporting, metrics and look-through analysis
- Portfolio optimisation tools based on a rich set of parameters
- Risk exposure analysis, along with market risk (VaR), back testing and stress testing tools
- On demand or scheduled reports production and built-in report generator tool.

Fund Management

The solution supports all fund management operations on a single platform, including asset management and fund administration, but also extends services to client portfolio management.

- Accommodating any fund type (e.g. UCITS, Pension Funds, REITs, Crypto Funds, Islamic, AIFs, etc.)
- Real-time NAV calculation, multi-share classes support and automated reconciliation
- Front-to-back trade workflows with enhanced pre-trade compliance
- Look-through capability and performance analysis, including contribution and attribution
- Risk and limits management for effective control & compliance with mandates and regulations
- Fund accounting features including full set of financial reports
- Versatile connectivity using standard protocols (SWIFT, FIX, etc.) and APIs
- Online reporting for internal users, investors / pensioners and customisable factsheets.

Robo Advisory

The solution delivers a digital, omni-channel, workflow-driven advisory service to enable firms to successfully address the mass affluent market to create new opportunities.

- Supporting a full self-service or hybrid advisory model
- Complete automation in client onboarding, with profiling and document submission tools
- Robotic Process Automation (RPA) tools to eliminate tedious and repetitive tasks
- Portfolio construction, rebalancing & auto-management
- In-depth risk monitoring and compliance with regulations
- Streamlined client communication through e-mails, notifications and alerts
- Easy connectivity with any 3rd party system and existing web portal.



Custody

The solution comprehensively covers the specialised business requirements of Custodians, accommodating the full range of global and sub-custodian operations.

- Multi-asset class safekeeping and full trade life-cycle management with workflow customisation
- Custody fees calculations with parametric pricing policy builders and invoicing
- SWIFT messaging connectivity and complete support of Corporate Actions
- Fund administration tools along with performance and risk measurements
- Compliance and tax related reporting (e.g. FATCA, CRS)
- Extensive reporting, automated reconciliation and multi-currency post-trade accounting
- Integrated web portal for custody clients to access their information and manage instructions.

Personal Banking

The solution empowers Banking Institutions to deliver specialised investment services, addressing the needs of the retail and affluent clientele to effectively support a multi-channel offering.

- 360° view, client profiling and segmentation tools with tailored pricing policies
- Front-to-Back, multi-product support and paperless order management process
- Advisory and financial planning tools with proposal generation, history tracking and simulations
- Online performance monitoring with the ability to breakdown into multiple dimensions
- Easy compliance check and proactive controls in accordance with regulatory directives
- Unlimited and customisable client and management reporting
- Seamless integration with core systems and online access utilising the omni-channel capabilities.

Insurance Investment Management

The solution helps Insurance Firms to analyse and report on invested assets' performance and risk, generate investments' accounting entries and meet regulatory requirements.

- Flexible portfolio structure to monitor both internally and externally managed assets
- Global product coverage including non-listed investments
- Liquidity management and instant cash flow monitoring
- Multi-level performance analysis and effective management of risk
- Built-in report generator tool for numerous reporting views
- Automatic accounting entries generation according to IFRS and local accounting standards
- Ready-to-use interfaces with accounting, market data and custodian systems.

Family Office

The solution provides comprehensive functionality to support the investment management, business and reporting requirements related with the operations of a Single or a Multi-Family Office.

- Specialised tools to monitor complex accounts, holdings & ownership structures
- Dynamic consolidation of accounts and reporting for in-house and / or externally managed assets
- Complete wealth management support with multi-dimensional risk and performance analysis
- Office management with workflows, tasks and document management tools
- 30+ Custodian / Bank links (i.e. Credit Suisse, UBS, etc.) and Market Data providers (i.e. Bloomberg, Refinitiv / Reuters, etc.)
- On-the-go, 24/7 access via any device for investment officers and principals / clients.

Robust and Scalable
Architecture

The solution's open architecture utilises the latest industry-standard methodologies and modern technologies, offering powerful performance, high levels of scalability, great customisation, total expandability as well as seamless integration and connectivity.

Architecture

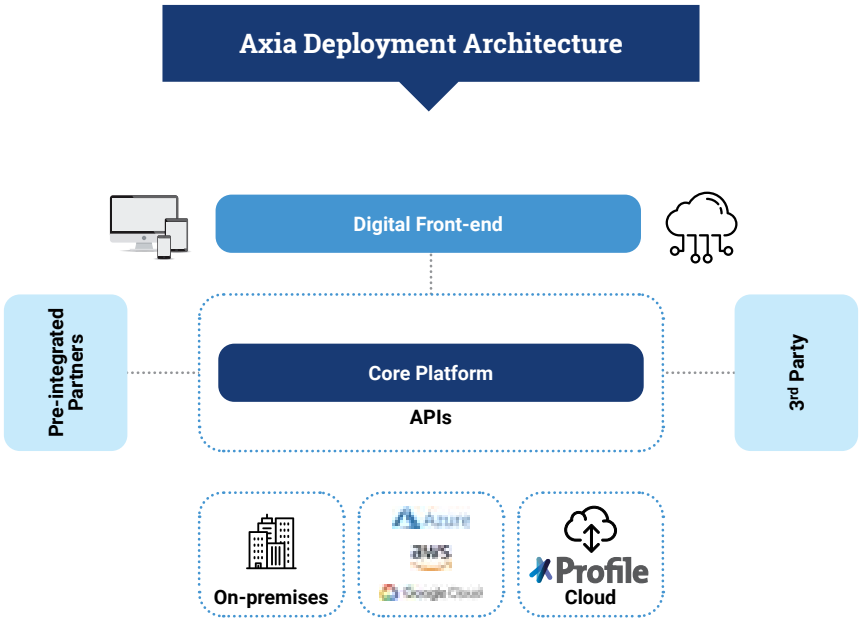
Axia tiered architecture allows for agile implementation, ensures security and improves performance. Service-oriented design eliminates bottlenecks and enables organisations to meet the diverse market needs.

DevOps

DevOps toolset and practices are deployed to ensure faster time-to-market and delivery times, which achieve greater ROI. DevOps guarantee customer satisfaction through early and continuous software delivery.

Productivity

Built on latest technologies, implementation is fast and accurate saving time on resources. Leading to improved productivity and delivering higher value to the customer.



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Performance

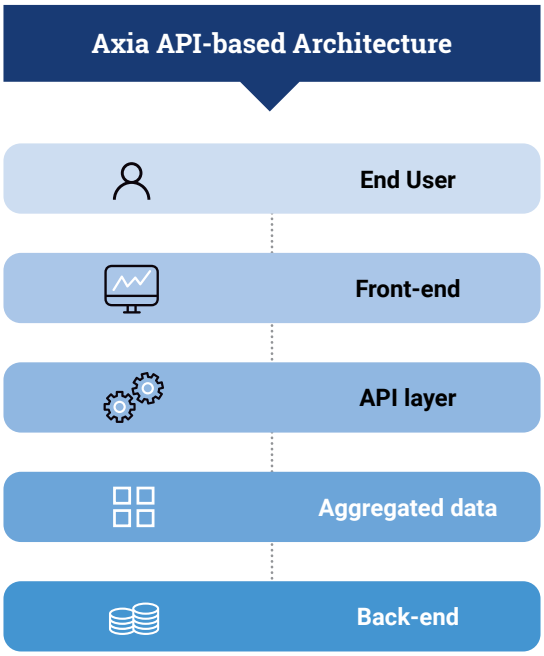
Utilising leading development frameworks, Axia has top of the range performance for fast processing, even when handling large sets of data. This means applications provide better response time and require less compute power, therefore delivering significant savings on infrastructure-related costs. Axia as a cloud-based platform, uniquely offers flexibility, scalability and cost efficiency.

Connectivity

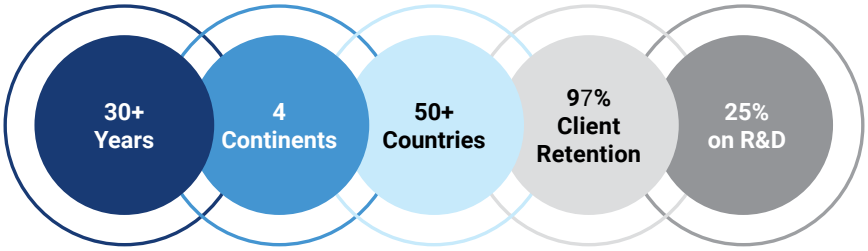
Profile Software continuously invests in connectivity and offers packaged interfaces to data distributors, trading platforms and regulatory bodies. A plethora of available integration technologies allows Axia to easily adapt to any business model ensuring cost savings on day-to-day operations and upgrades.

APIs

With openness in mind, Axia platform's API-first design enables organisations to connect with a wider ecosystem of internal applications or external financial and non-financial providers. Therefore, businesses' actual functional workflow can be greatly optimised without productivity loss, just by simplifying operations and releasing value incrementally.

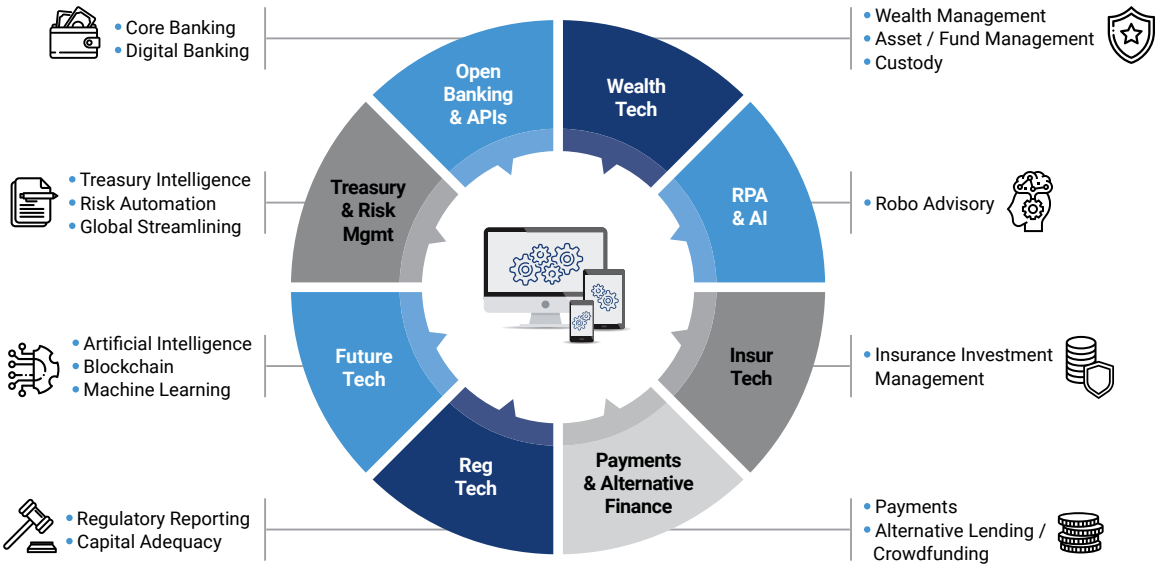


About Profile Software



Founded in 1990, Profile Software is a pioneering world-class Financial solutions provider for the modern Banking and Investment Management sectors, delivering innovative client-centric platforms with a successful track record of implementations. With presence across 50+ countries, Profile Software is acknowledged as an established and trusted partner, offering a wide spectrum of award-winning and market-proven software.

Covering all financial trends





The company's solutions are recognised and approved by leading analysts as they empower institutions worldwide to align their business and IT strategies, while providing the necessary business agility to proactively respond to the evolving market challenges.

Profile Software's agile solutions, developed on modern technologies (e.g. mobile, cloud, AI) offering various deployment methods (e.g. BPO, SaaS) and competitive functionality, cover all major business areas pertinent to the Financial Services Industry. They can be easily implemented in small or large institutions, delivering unique flexibility, compliance with the applicable legal and regulatory frameworks (e.g. MiFID II, PSD2, GDPR, Basel III / IV, IFRS9, etc.), while offering unique user / customer experience.

Profile Software delivers Professional Services to its clients which are included in its turn-key solution proposition to completely cover their requirements, from project commencement to go-live.

Offices in key financial centers



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