

Maximize the Value of Information... Minimize the Risk

Teradata Solutions for Capital Markets

The capital markets industry has always been an IT competitive environment for financial institutions. But today it's even tougher because institutions like yours are hindered – even put at risk – by ever-changing data management challenges.

The rise in the volume of data and the speed with which they must be absorbed, collated, and analyzed has grown exponentially as both business units and users demand faster-than-ever time to insight. But all too often that demand goes unmet because typical capital markets financial institutions still silo and duplicate financial data and client information. It's a

practice that prevents accurate and timely enterprise views and hampers rapid reporting and analysis. The result? Large amounts of resources are wasted on short-term solutions that ultimately affect your ability to grow your business and make smarter, faster strategic decisions.

Solve Tomorrow's Problems – Today

Data management solutions that only recently were sufficient for the needs of traders and brokers operating in a domestic market in a single asset class no longer meet the 24/7 demands of a truly global marketplace. What you need is a solution



that supports complete, accurate, and timely accessibility. A solution that lets you meet the critical needs of tomorrow's marketplace, including:

- > Integrating your data to support the necessities of regulation and risk.
- > Speeding time to value for creating and pricing new products.
- > Leveraging enterprise-wide information to grow client relationships.

And that's exactly what Teradata® Solutions for Capital Markets deliver: a robust, scalable data management solution that lets you:

- > *Assess* the current state of your business.
- > *Rationalize* decisions against the goals and best practices of the capital markets industry.
- > *Consolidate* your existing data.
- > *Integrate* business functions and initiatives.
- > *Accelerate* adoption and business value by taking advantage of the exponential return on investment.

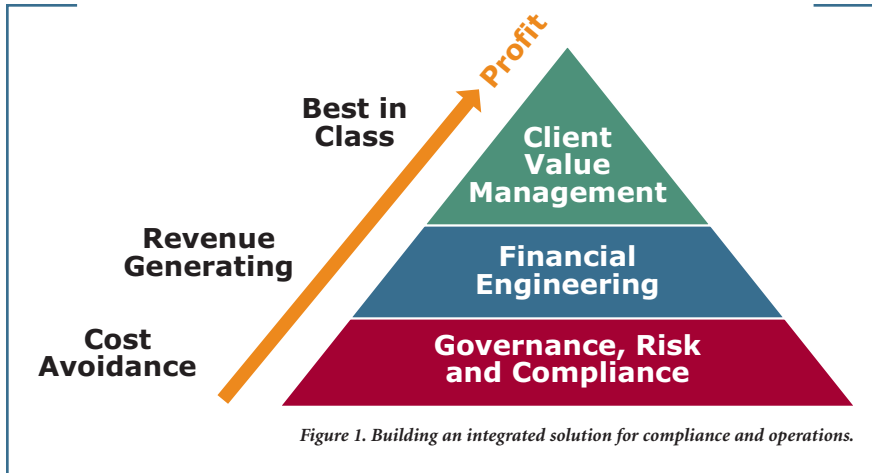
A Wealth of Management Innovation

A major firm, faced with outdated technologies that limited its client service capabilities, turned to Teradata to address pressing needs in the area of wealth management.

Teradata helped the company:

- > Empower its advisors with accurate and timely data that not only offered greater client insight, but increased advisor effectiveness and improved management visibility with increased speed to market.
- > Accelerate value realization by delivering a data integration strategy supporting discreet business drivers, such as advisor workstation effectiveness.
- > Provide its financial advisors with 10,000 new leads per month creating \$100 million value in the first two years alone.
- > Save \$85M the first year by implementing an efficient global customer system of record.

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Utilizing our market-leading data management platform and business experience culled from years of combining technology and consulting, Teradata Solutions for Capital Markets address three key areas:

Governance, Risk, and Compliance

If you're like most capital markets firms, your data management challenges have become particularly acute in the area of regulatory compliance. And while Governance, Risk, and Compliance may be considered a cost center, it's a non-profit activity that costs time, resources, and technology. Faced with the dual stresses of globalization and SLA-driven regulatory requirements, too many firms seek short-term, symptom-alleviating solutions that have rapidly diminishing returns and carry the added side effect of increased risk to reputation, both from non-compliance and from the misallocation of resources.

Teradata, on the other hand, offers a solution that not only increases efficiencies

and improves productivity, but provides reliable metrics and reporting, including:

Integrated Compliance and Operations Platform

We can capture all trades and transactions and hold them at the most granular level to support compliance requirements such as OATS, Reg NMS, MiFID, and Best Execution. Our solution also makes the data available to everyone from managers, brokers, and analysts to quants and risk managers – instantly and simultaneously.

Enterprise Risk Management

Teradata can also show you how to integrate risk-relevant data from your various operational systems and hold them in a single risk repository. Our solution covers Basel II, Anti-Money Laundering, Fraud, model integration, and management dashboards and scorecards.

Master Data Management

Teradata solutions allow you to create a single view of your enterprise. The

Teradata platform supports rapid reconfiguration of business processes and provides data synchronization while leveraging legacy platforms. Master Data Management Workflow and User Interface technology coordinate the automation of relationships with the active interaction of data stewards, enabling efficient and effective oversight of centralized master data.

Finance and Performance Management

Teradata's solution transforms financial data into actionable information. That's because it prepares your detailed general ledger data to assist with the close process, planning, expense management, procurement analysis, inventory control, and global reporting.

Financial Engineering

The time-to-market for new models and the production and pricing of your products is often inhibited by the performance of inferior data mart platforms. This can lead to a lack of competitive edge, or worse, incorrect analysis. Teradata can provide you with an auditable, comprehensive framework for quantitative analysis from basic libraries, such as curve generation and interest rate modeling, to more complicated derivatives structuring. That means you can comprehensively integrate all model libraries into a single venue, ensuring that all models follow a strict theoretical framework. And that means faster financial modeling and new product development times so you can take advantage of market events and opportunities.

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As part of our Financial Engineering support, Teradata Solutions for Capital Markets provide:

Analytic Data Platform

This is the optimal data environment for sophisticated quantitative and data mining analysis. By matching data volume, accessibility, and processing power, your analysts can perform synthetic product creation, pricing, ongoing volatility assessment, and modeling.

Complex Event Processing

Global financial firms must effectively manage both large quantities of historical data and fast moving event-based data to remain competitive. Traditionally, these two data environments and the related technology have remained separate. But joint solutions between Teradata and its partners include technology that enables you to leverage the strategic wisdom embedded in your enterprise analytic environment to make smarter and more profitable real-time tactical decisions.

Teradata Financial Services Logical Data Model

A logical data model is an important design foundation for your integrated data warehouse. The Teradata Financial Services Logical Data Model, a result of twenty-five years of designing, implementing, and maintaining EDWs for financial institutions, is a comprehensive, flexible blueprint of how data are organized within a Teradata system. It provides the structure that enables you to answer key questions to

manage relationships with customers; close your books in a timelier, more accurate manner; and mitigate risk – across multiple business areas. The data model supports the requirements of increased data flow and broad cross-functional coverage by expanding as needed. More than 100 firms have already implemented the Teradata FS-LDM and are benefiting from its built-in industry expertise and experience.

Client Value Management

Institutional and retail clients alike share some common concerns. Both groups are demanding, sophisticated, and operate across a wide range of markets and products. And, they expect their brokers to be able to offer just-in-time services ranging from IT middle- and back-office support to joint-venture partnerships and investment advisories. So in the constant competition for high-profit clients, you need a solution that helps you identify your best current clients, strengthen your new client acquisition efforts – and increase the wallet share of both.

Our Client Value Management offers you support in:

Wealth Management

Teradata provides you with a 360-degree view of your clients, a view that lets you analyze that information for new creative services and solutions. Plus, our leading customer management application provides real-time event detection, as well as inbound and outbound lead management.

Counterparty and Line of Business Profitability

We build a detailed profit and loss statement for each client. It's a bottom-up, activity-based approach built on real client activity.

Prime Brokerage Analytics and Reporting

Our ability to create predictive modeling scenarios and report your business accordingly can create tremendous value. We can run models and trend analyses within your data warehouse, derive the best risk-based pricing for on-demand credit lines, and show you ways to gain new revenues or prevent fraud from transaction pattern analysis.

Better Tools for Better Decisions

Teradata Solutions for Capital Markets give you and your business the tools you need to work smarter and faster than ever, with the highest possible confidence in your information environment. It's a solution that allows you to accomplish an array of critical tasks such as:

- > Actively manage a customer's portfolio to maximize profitability with reduced risk exposure.
- > Dynamically create a daily call list to let customers participate in trading activity.
- > Proactively produce trading reports to confirm orders and trades.
- > Analyze near-real-time financial information to help manage institutional relationships.

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Why Teradata?

Why choose Teradata for your capital markets industry challenges? Because Teradata is the technology leader in high availability systems with a proven track record of delivering maximum availability to some of the world's largest data warehouses. That's why organizations around the globe rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision making, customer relationships, and profitability.

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help make smart companies smarter.

For More Information

To find out more about how Teradata Solutions for Capital Markets can strengthen your data management capabilities today and help grow your business tomorrow, contact your local Teradata representative or visit Teradata.com.

Reliable Risk Management Decisions

Teradata helped one client build a risk measurement, profitability, and analytical process supporting all of its credit risk analysis. The firm sought best practice and thought leadership in integrating information to drive profitable business decisions. The results included:

- > More than 99.5% of the company's credit risk data were captured daily in a single system.
- > Increased annual revenues of \$50 million due to balance sheet management.
- > Improved accuracy of credit scorecards through an ability to see complete customer relationships.

“The Teradata solution is attractive to us because with the risk information management program in place, we can leverage the Teradata investment to reduce the overall cost and complexity of our business intelligence systems.”

– CIO of shared services

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