

# Genesis Solutions

Genesis has rewritten the rulebook for building IT solutions to solve complex data processing and operational workflows for Financial Markets.

We recognise the business drivers that firms want to pursue in order to grow, seize opportunity, and reduce costs.

We also hear from our clients the roadblocks that sit in the way of IT projects in our industry:

- Inflexible existing systems
- Complex vendor packages
- No vendor solution available
- IT department is too busy
- External options are too expensive and/or too slow

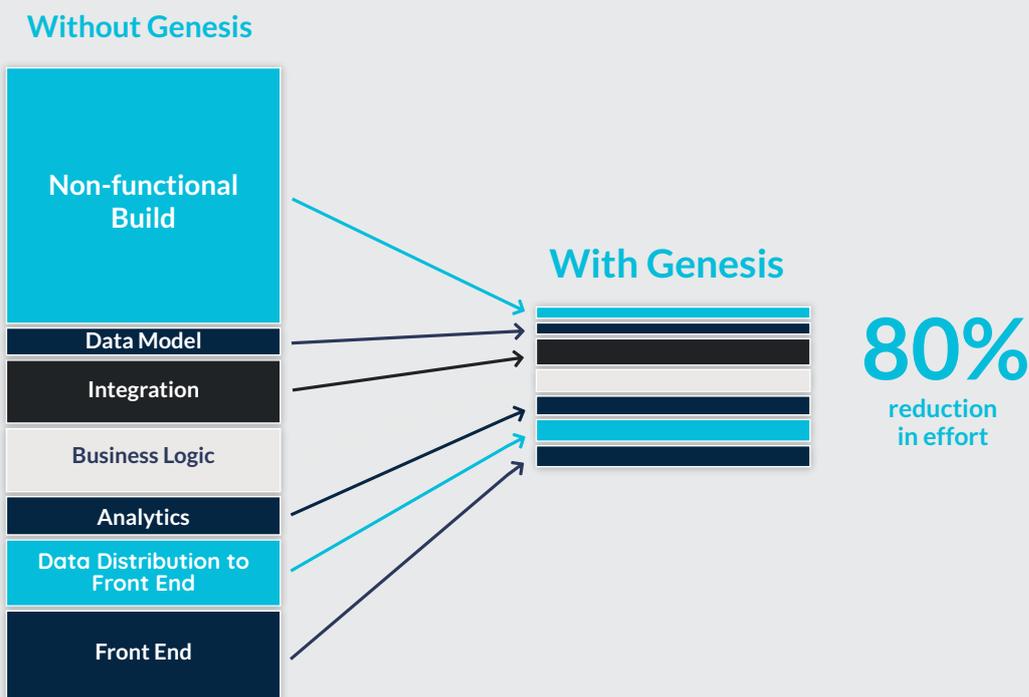
One traditional alternative has been to use desktop applications, especially spreadsheets, as a tactical solution. But this creates its own issues:

- Data is locked away in PCs
- Difficult to provide supervisory and management oversight
- It relies heavily on people to perform data processing tasks, making it error prone

**These tactical solutions create a new business driver – to replace them!**

The Genesis approach tackles these roadblocks head-on.

## Coding Effort Required...





Our experience of building solutions for our clients means that we can rapidly integrate with existing core systems. The Genesis Platform comes with a huge suite of functional and non-functional components and modules that enables IT to start projects with 80% of the development already completed.

**This gives you huge opportunity to:**

**Innovate**

With a range of existing integration adapters already built for existing vendor systems, a Genesis solution can sit alongside our existing workflows and provide you with the ability to innovate.

**Reduce Costs**

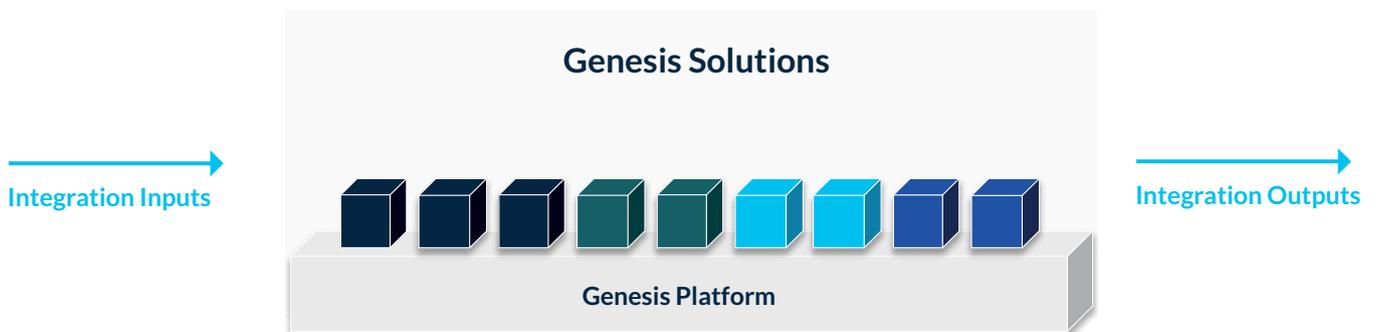
Naturally as the project is shorter, the cost is dramatically reduced, meaning that projects that may previously have been shelved due to budget constraints can now be considered.

**Robust, resilient and accessible**

As the Platform is built for Financial Markets, each solution is built on a robust and reliable platform and a central database, giving control and oversight for management and the regulator.

**The go-to solution**

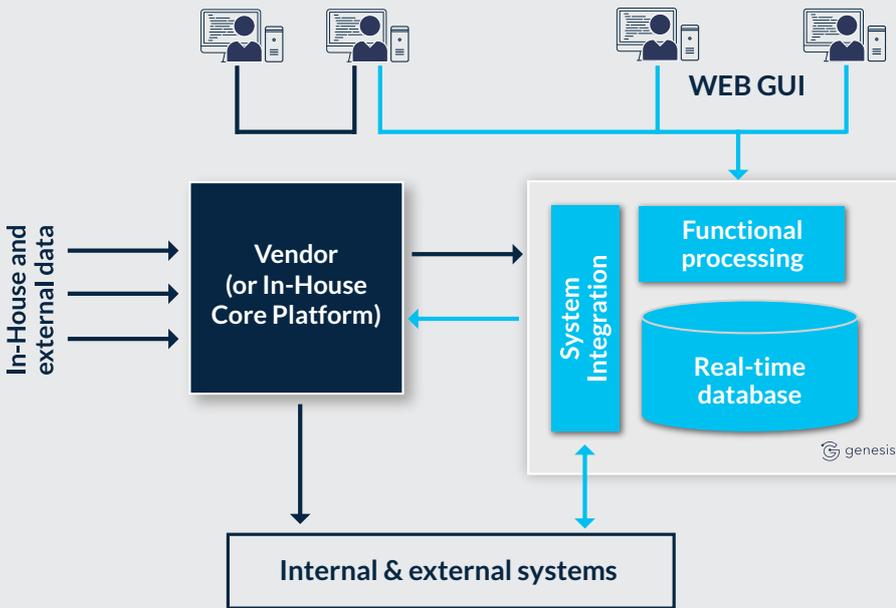
An IT project that might take 12 months to complete can be delivered in 8 weeks. This makes a Genesis solution an automatic first port-of-call when considering how to build a solution for your business.



## Examples of Genesis solutions

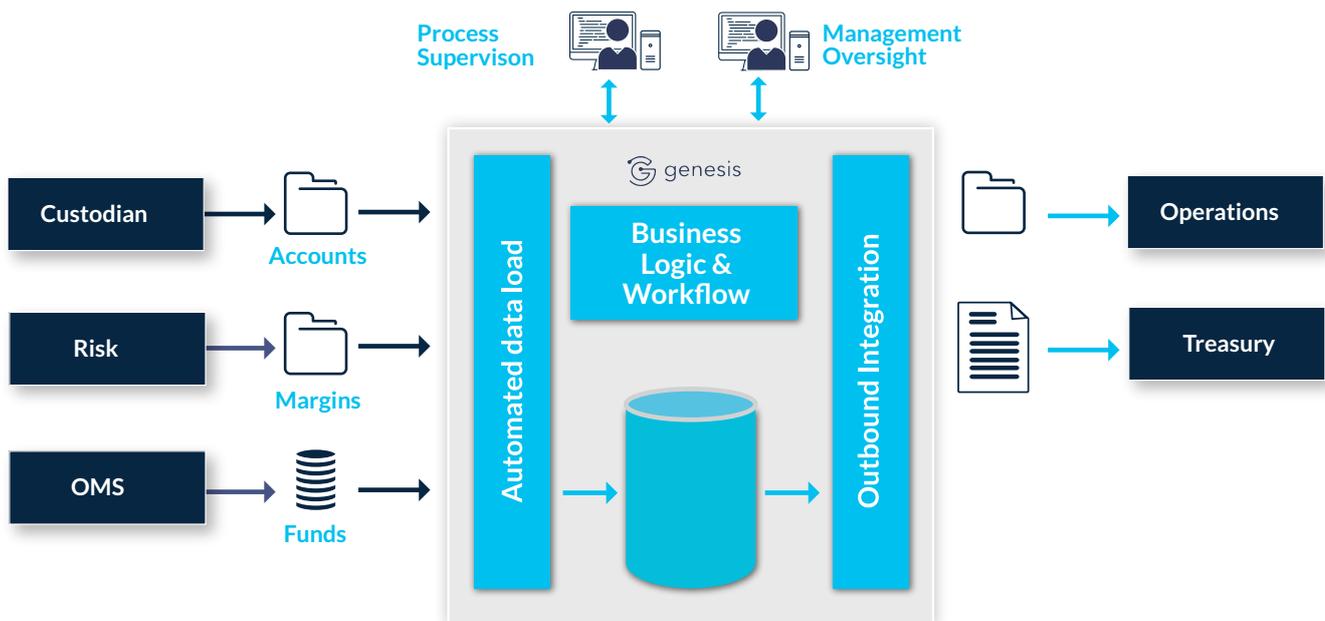
Our solutions can be found across the spectrum of front, middle and back office, and across asset classes including Equity, Futures, Fixed Income, and more. Here are just a few themes to illustrate our capability.

### Innovating alongside existing systems



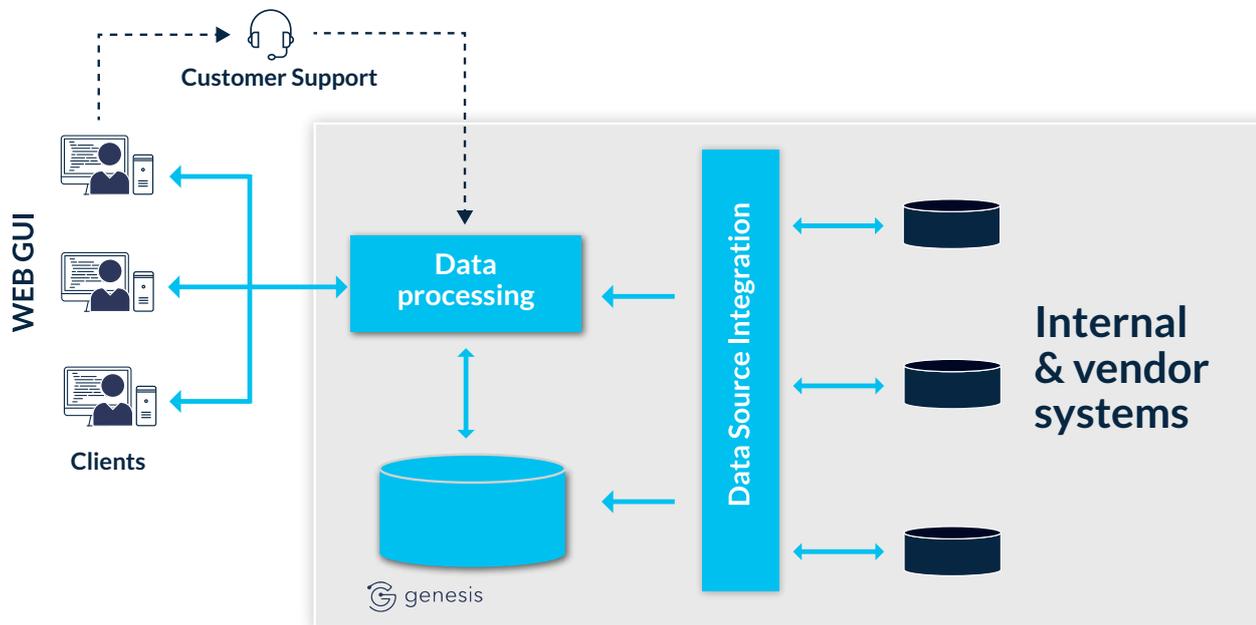
Working alongside your existing systems, Genesis provides the platform for innovation. New functional workflows and data digitization can be delivered without compromise to the existing core systems that you have invested in.

### Replacing manual workflows and spreadsheets



The automation and digitization of data processing is critical to driving efficiency and reducing costs, and the Genesis Platform plays a central role. The range of tools and adapters available to developers allows for rapid integration with data sources and coupled with real-time workflow can transform previously manual processes.

## Improving client service and reducing operational costs



Giving your clients direct access to the data and services that you provide is a step-change in the client service, and Genesis supports both the real-time data processing and the secure delivery direct to the client. And as your services evolve, so will the Genesis solution, giving you a global distribution channel.

### New Business Start-ups and E-Platforms

There is tremendous innovation in our industry with new products and services being created and outsourced in different parts of the value chain – both as new ventures and initiatives within existing firms.

The Genesis Platform gives you the ability to define the solution to exactly fit your requirements, and get it built in a fraction of the time of traditional IT builds.

By definition there are no existing vendor solutions available and there is a need to get to market quickly before someone else does.





## The Genesis Platform for Financial Markets

The Platform is asset class agnostic and capable of handling multiple assets for the same solution across cash securities, listed derivative and structured derivative instruments.

The Platform has already been used successfully to deliver customer solutions for the front, middle and back office across the spectrum of financial markets:

- ✓ Asset Managers
- ✓ Clearing Houses
- ✓ Commodities
- ✓ Custodians
- ✓ Derivatives
- ✓ Equities
- ✓ Finance
- ✓ Fixed income
- ✓ Lending
- ✓ Post trade
- ✓ Prime Brokers
- ✓ Risk
- ✓ Start-ups
- ✓ Structured Finance
- ✓ Treasury
- ✓ Wealth management

## ABOUT GENESIS

### Genesis is a global Financial Markets software company with a difference.

We bring a fresh approach to helping firms adapt and innovate their business and operating models in an ever-challenging, constantly changing environment. Pioneering vision, coupled with our technical innovation, is at the heart of everything we do.

**Low Code / Pro Code:** We are a “low code/pro code” application platform, cloud delivered as a service (aPaaS).

**Performance:** Developed over the years with Financial Markets firms, the Genesis platform is empowering the next generation of agile solution delivery.

**Flexibility:** We’ve flexible delivery options, so you can pick the best approach for your needs – now and in the future. “Build IT Your Way”, “Build IT Together” or “Ready Built”.