

SERVICES AND SOLUTIONS

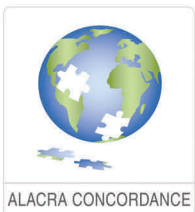
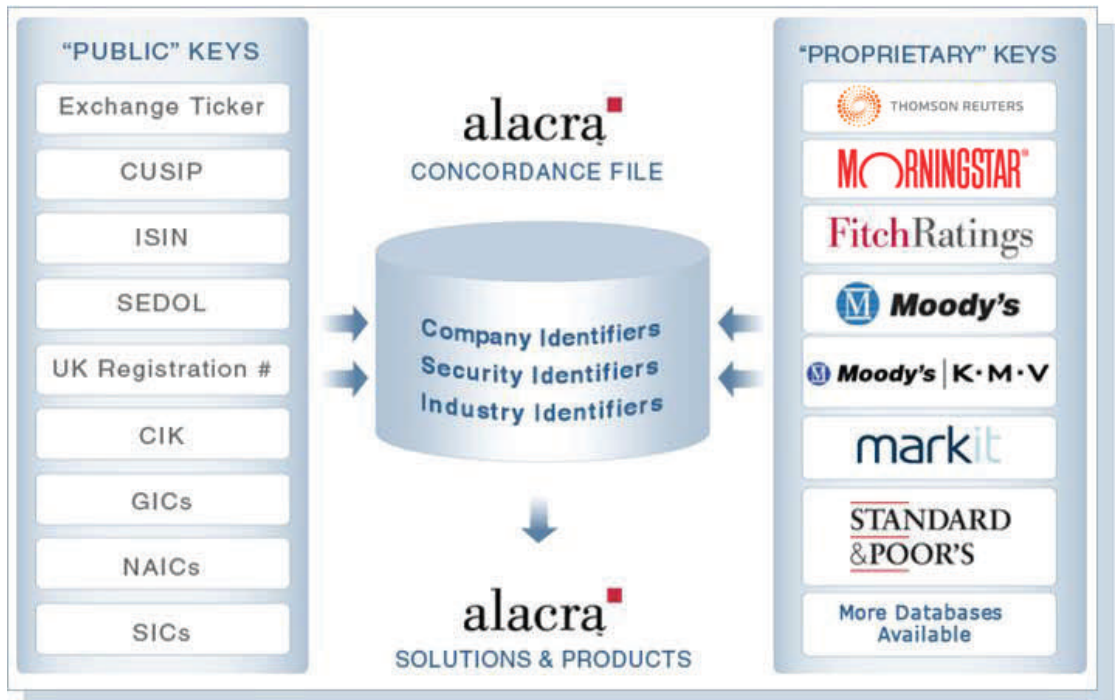
Alacra helps find, organize and present the critical business information required to execute transactions, manage client engagements, perform due diligence and research business opportunities.

ALACRA CONCORDANCE

Alacra Concordance aids organizations in gaining a unified view of customer, prospect and counterparty information through the process of Entity Identifier Mapping. By mapping business entities within customer databases to external identifiers, Alacra Concordance provides organizations with a centralized set of reference data upon which it can layer an application for risk management, regulatory compliance, CRM and marketing.

Alacra Concordance is an Entity Identifier Mapping service enabling financial institutions corporations, agencies and consulting firms to more effectively manage their risk exposure, cleanse CRM entries and analyze firm-wide investment. **By utilizing this tool, your firm can:**

- Have a single view of an entity across multiple divisions
- Link internal and external applications
- Eliminate duplicate records
- Create a “Golden Copy” for cross checking and referencing your entity data



Alacra Concordance In Action

■ Utilizing Alacra Concordance, a top global bank deployed a portal for their investment banking and risk management divisions, integrating data from 14 internal systems and content from 7 market data vendors and ratings services, enabling them to provide a 360-degree view of their clients.

■ The investment banking division of one of the largest US commercial banks employs Alacra Concordance to integrate data from multiple market data sources with their internal securities and client data in order to better assess counterparty risk.

■ The fixed income research & analytics department of a major European commercial bank used Alacra Concordance to build a set of applications for pre- and post-investment decision making and monitoring. The applications required integration of data from multiple external sources, mapped to internal databases.

■ The Global Banking division of a multibank holding company uses Alacra Concordance to unify market data on desktop applications via an internal portal.

Alacra Concordance is a four-step process:

- Data analysis and cleansing
- Matching of customer records to the Alacra masterfile
- Appending of common and proprietary identifiers
- Ongoing maintenance including automatic updates for corporate actions and other events

Data Analysis and Cleansing

Customer files are analyzed and scrubbed to eliminate duplicate records within and across data silos, normalize varying data structures and validate information.

Match

Using a sophisticated matching engine, customer records are matched to the Alacra masterfile of public and private companies and issuers. High-scoring matches are automatically added to your firm's Master Company File. Low-scoring or non-matches are manually reviewed by Alacra analysts who reconcile and add to your firm's Master Company File.

Append

Public and proprietary keys are appended to each record. Public keys may include such identifiers as ticker, CUSIP, ISIN, SEDOL, CIK and UK registration numbers, as well as industry classifications such as GICS, NAICS and SIC codes. Proprietary keys are available from more than one hundred content providers including Reuters, Thomson, Moody's, Fitch, KMV, Markit (RED), S&P, DUNS, Factiva and more.

Legal entity information and additional data elements such as current credit rating or ultimate parent information may be appended as needed.

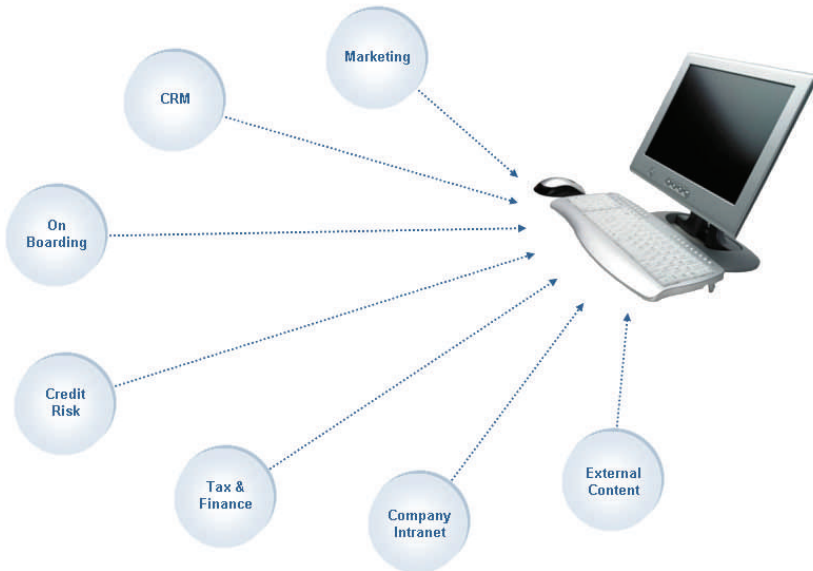
Maintenance

Using daily inflows from our content sources, Alacra provides seamless updates to clients of changes in any data items. Corporate actions and events are tracked and distributed through daily or intra-day updates to your firm's Master Company File. Summary reports of corporate events, including links to source documentation, are available as required.

alacraTM CONCORDANCE

CLIENT VIEW TODAY

- Applications do not communicate with each other
- Invalid/missing attributes lead to disparate views of an entity
- Duplicate companies
- Cannot access internal/external data from a single interface
- Little/no tracking of corporate events
- Changes in corporate structure are not reflected simultaneously



MARKETING

ID	9994	
Name	The Home Depot, Inc.	
Address	2455 Paces Ferry Rd	← abbreviation
Address	Atlanta, GA 30339	
City	-----	← missing data
State	GA	
Postal Code	30337	← inconsistency
Country	United States	
Url	-----	← missing data
Ticker	HD	
Exchange	NYSE	
DUNS	072271711	

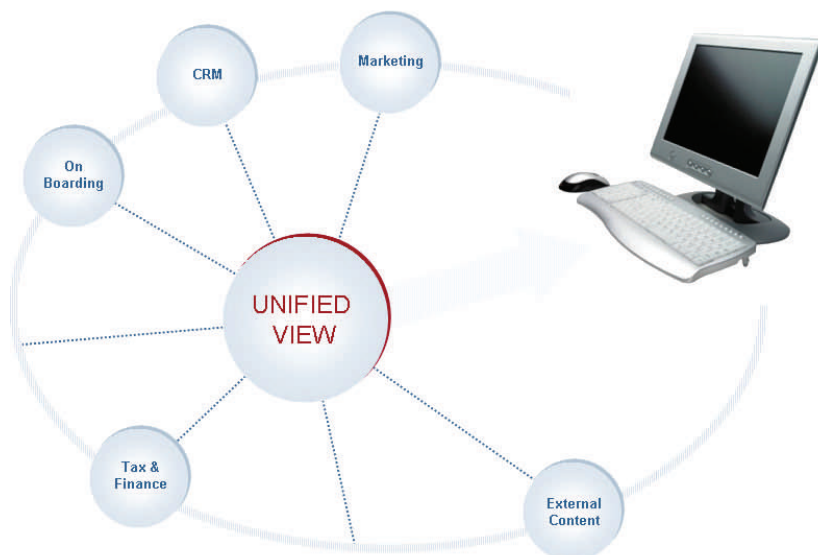
CRM

ID:	9999	
Name:	Home Depot	← name form missing
Address:	-----	← missing data
Address:	Atlanta, Georgia 30339	← normalize address
City:	Atlanta	
State:	GA	
Postal Code:	30339	
Country:	United States	
Url:	-----	← missing data
Ticker:	THD	← invalid ticker
Exchange:	NYSE	
DUNS:	783266950	← incorrect duns

[Before: incomplete data in multiple databases]

CLIENT VIEW WITH ALACRA CONCORDANCE

- Single view of company
- Elimination of duplicates within data silos
- Concordance across data silos allow for easy linking of information
- Company attributes are current and updated in a single view
- Links to internal/external data update simultaneously



alacraTM

ID:	XXXX
Name:	The Home Depot, Inc.
Address:	2455 Paces Ferry Road
Address:	Atlanta, GA 30339
City:	Atlanta
State:	GA
Postal Code	30339
Country:	United States
URL:	http://www.homedepot.com
Tax ID:	953261426
Ticker:	HD
Exchange:	NYSE
DUNS:	072271711
Factiva ID:	HOMD
CIK:	0000354950
Primary RIC:	HD.N
TF M&A:	437076
GICS:	25504030
SIC:	5211
Marketing ID:	0003477-59
CRM ID:	DC23337
On-Boarding Case no:	111799
Credit Risk:	SC10007799
Finance ID:	TX953261426-0034
Intranet Record no:	3477

[After: Complete data record after Alacra appends reference data and identifiers]

The ROI of Alacra Concordance

A centralized data environment with clean, verified reference data provides significant benefits to an organization:

- Improved compliance with regulatory requirements such as MiFID and Basel II and the KYC provisions of AML regulations.
- Better data management results in superior risk management by reducing the potential of errors caused by a reliance on old or incorrect information
- Enhanced productivity for high-value investment professionals resulting from greater accuracy and timeliness of data
- Elimination of labor-intensive manual processes for manually matching and cleansing data from disparate sources

In a commissioned study of Alacra Concordance customers, conducted by Forrester Research, it was found that a typical organization could achieve an **ROI of 402% with a payback period of only two months from deployment.**

“Customers experienced a major leap in the overall accuracy and timeliness of data used by key decision-makers on important investment and deal advisory opportunities.”

Ask us for a free copy of the Forrester study, **The Total Economic Impact of Alacra Concordance** or contact your Alacra representative for more information.

“ Alacra Concordance is the backbone of our products and a key ingredient in all of our successful solutions. ”

Why?
alacra

- Single point of access for multiple sources of information.
- Content delivered in the most appropriate format.
- Leverage existing content relationships.
- Extensive bill-back capabilities.
- Flexible permissioning and entitlements for different users.

FOR MORE INFORMATION
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