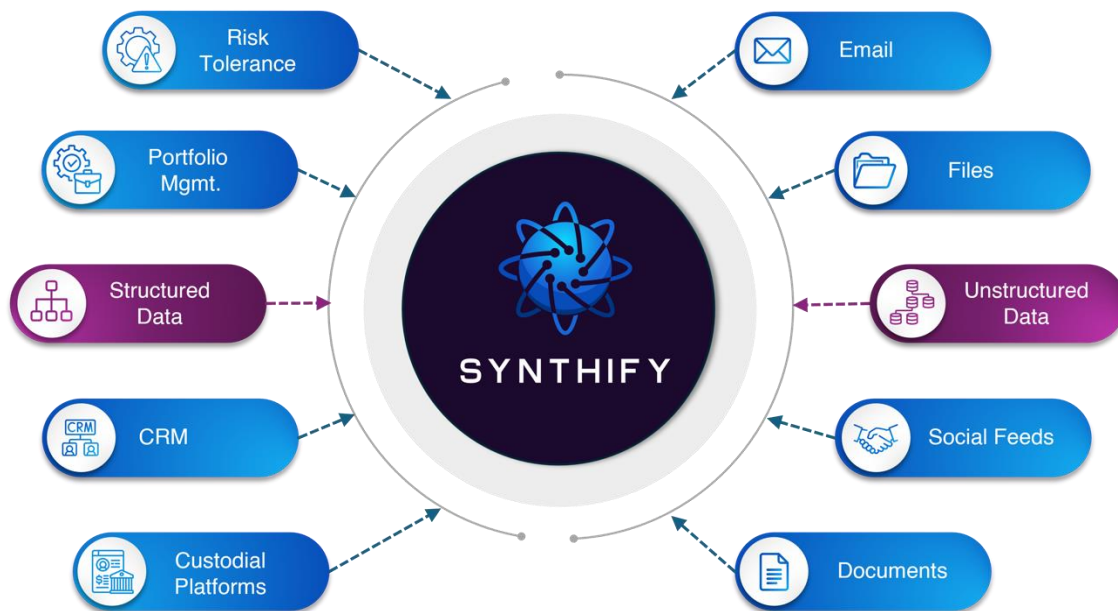SYNTHIFY™

What's one of the biggest challenges financial services organizations face today with their current infrastructures? Reducing the amount of time, they spend on analysis and gaining real-time visibility into data to facilitate quicker decision making.

Financial services companies can now efficiently capture data insights from multiple legacy sources with **SYNTHIFY**™, a highly scalable and secure solution that combines a data warehouse, business intelligence and **SYNTHIFY**™ in one cloud-based platform. **SYNTHIFY**™ works with any type of data source and is specially designed to meet the needs of the financial services industry.

- Risk Tolerance
- Portfolio Mgmt.
- Structured Data
- CRM
- Custodial Platforms
- Email
- Files
- Unstructured Data
- Social Feeds
- Documents

SYNTHIFY

ARCUS
PARTNERS

Addresses Prevalent Legacy Data Challenges

The bulk of any financial services organization's raw data lives in multiple operational systems, logs and unstructured data sources. Firms must then deploy multiple systems to extract and transform the data from these sources into meaningful insights. This process that is not only cumbersome, but also costly and risky with multiple unsecured loopholes.

We developed **SYNTHIFY**™ to directly address the data accessibility and distribution challenges many broker-dealers and other firms face in prevalent legacy operating environments.

SYNTHIFY™ is an end-to-end solution that transforms a typical data warehouse into a dynamic, cloud-based data analysis platform with business intelligence. By turning data into meaningful reports, the platform helps businesses validate the feasibility and profitability of each business decision. It also helps firm reduce risk by identifying inconsistencies, delivering the underlying detail of discrepancies, and empowering users to take the right remedial actions.

Key Benefits

▶ Handles structured and unstructured data

▶ Increased information security

▶ Streamlined compliance with SEC and FINRA retention guidelines

▶ Expedited report generation and data analysis

▶ Cost and time effective

▶ Simplifies syncing business requirements with **SYNTHIFY**™

▶ Acts as an extension of your legacy application with simple sign-on accessibility

Scalable, Customizable and Cost Effective

SYNTHIFY™ is a secure, cloud-based data warehouse platform that provides a highly scalable and customizable way for you to access and gain maximum business value from your back-office data.

It rapidly and cost-effectively turns data "silos" into a single data warehouse and unlocks the value of your firm's data by making it instantly accessible in the cloud by multiple applications for client servicing, risk and compliance, trade surveillance and other key functions.

Built completely in the cloud using microservices architecture, **SYNTHIFY**™ securely and cost-effectively consolidates, stores and disseminates data when and where it is needed while extending the life of your legacy back-office applications.

The solution is used by chief executive officers as well as operations, compliance, risk, data and financial officers to:

▶ Perform business, forensic and variance analysis
▶ Integrate products
▶ Conduct surveillance
▶ Manage reconciliations
▶ View real-time exposures

Capable of scaling in minutes and at a fraction of the cost of other alternatives, **SYNTHIFY**™ is the first step a firm can take to increase the value of its existing systems and unlock the power and value of its data. We've also made implementation, support and pricing models simple, flexible and tailored to your platform needs and usage.

ARCUS
PARTNERS

Full Transparency and Analysis in One Digital Data Platform

SYNTHIFYTM provides business users across your firm with full transparency and analysis with the most robust digital data capabilities. Specifically, it:

- ▶ Delivers significant cost efficiencies – nearly one-tenth the cost of traditional data warehouse solutions
- ▶ Extends your legacy application with upstream/downstream capabilities and frictionless accessibility
- ▶ Integrates easily with custom and packaged tools and applications
- ▶ Eliminates the administration and management demands of traditional data warehouse and big data platforms

Transforms Data into Useful, Actionable Insights

SYNTHIFYTM focuses on the business processes that generate the right kind of data to be turned into key performance indicators (KPIs) and other valuable metrics. Tailored to the specific functions and processes of financial services companies, it helps you get the exact information your business needs.

SYNTHIFYTM allows you to tap into the benefits of descriptive, predictive and prescriptive **SYNTHIFY**TM and BI to gain better insights into your data to understand what's happening, why and what action to take. It helps organizations make smarter decisions by harnessing the power of intelligent insights amplified by machine learning-powered **SYNTHIFY**TM.

Single Solution for Analyzing Multiple Data Sources

SYNTHIFYTM consolidates data from multiple sources and optimize it for reporting, analysis and BI that is dynamic, well-defined and optimally structured.

The solution provides simplified and more efficient data queries across multiple source systems, and blends the right data collected from all data sources to obtain AI-driven sales, service and marketing insights.

The data transformed by **SYNTHIFY**TM can be easily consumed by other BI applications and tools to deliver consistent results.

Scales to Growth with High-Quality Data and Performance

SYNTHIFYTM uses stringent data quality processes to ensure secure, consistent, trustworthy data at all times irrespective of the data size. Our cloud-based solutions can be easily scaled up to accommodate ever-increasing data requirements of growing organizations.

SYNTHIFYTM separates processing from transactional databases, improving performance of both systems – saving firms both time and costs while delivering improved results.

Sample Data Sources

Advisor Exchange	Fidelity	Pershing
Charles Schwab	First Clearing	Raymond James
COR (Legent)	FIS (Phase3)	RBC
CSC	Fiserv	Sterne Agee
DAZL	Hilltop Securities (Southwest)	TD Ameritrade
DST	Mesirow Financial	Thomson Reuters (BETA)
DTCC	National Financial	Vest
First Southwest	NSCC	Wedbush

ARCUS PARTNERS

About SYNTHIFY™

SYNTHIFY™, an innovation of Arcus Inc., **SYNTHIFY**™ provides a cost-effective data lake solution for wealth management firms by seamlessly integrating both structured and unstructured data types.

1500 Chestnut St. #1009
Philadelphia, Pa 19102
USA

+1 (888) 942-7287

Visit our website