

# Abstract

Definio Reply is a technological platform capable of directing the demands of management, analysis and reporting on portfolios of financial instruments (managed, administered and owned). Definio Reply provides a concrete and efficient answer to increasingly pressing demands from the managed funds market in terms of analytical tools and decision-support.



## Scenario

The evolution and growing complexity of financial markets in recent years is making it indispensable for specialised investment companies to equip themselves with powerful and flexible technological tools for data management, organisation and analysis. This is the case for the analysis and control of risks to their own, third party and outsourced assets and also holds true for financial consultancy to the customer using a Wealth Management orientated approach. It has become indispensable to have available technological platforms capable of the collection, organisation, integration, analysis and distribution of data and information.

## Solution



Definio Reply is an open and flexible system providing advice, analysis and support for financial and asset management decisions.



The Definio Reply system is aimed at financial operators - banks, asset management companies, insurance companies, pension funds, banking foundations, investment and private banks, family offices, and companies offering advisory services - that need to analyse and control their own financial activities, those managed by third parties, or by their own customers. The Definio Reply suite has been

created to meet the requirements of collection, analysis, control, processing and distribution of financial data.

KEY FEATURES	KEY BENEFITS
A single and integrated environment for all financial and investment data	Completely web-based
Standard connectors to Back Office and administrative systems	Standard and parameterisable connectors that acquire data from a number of systems and providers
Standard connectors to Data Providers	Multi-provider time series
Technological platform for the control and administration of data acquisition, profiling of roles and users and task performance	Single multi-user technological platform, automatically fed by a number of data sources
Portfolio management modules	Scalable and modular platform
Financial calculation engine for performance and ex-post risk indicators	Rich computing environment, reports and data analysis
Financial calculation engine for ex-ante risk	Sophisticated risk indicator models
Customer advice orientated modules	Alignment with recent regulations
Analysis, reporting, account rendering and simulation environments	Financial Decision Support System
Data distribution	Financial Data Warehouse

Definio Reply allows the following:

- in-service collection of data and financial information from administrative and back office systems, data providers, depository banks and external systems
- organisation and harmonisation of data and records in a single integrated uniform structure
- monitoring of each portfolio constantly over time by the periodic calculation of time- and money-weighted performances and comparison of the performance of the individual portfolio with an index, competitor product or reference rate
- monitoring of the risk of each portfolio constantly over time, via the periodic calculation of ex-ante risk indicators (e.g. VaR)
- identification of intervention or notification thresholds, i.e. performance levels that set off alarm bells, at both the aggregated and individual portfolio levels
- detailed data analysis, comparing it according to the various dimensions of analysis with maximum flexibility
- information distribution: company reports, account rendering, management analyses and balanced dashboards
- integration as a data source with external analysis systems (e.g. Matlab®)



**DATA ANALYSIS AND DISTRIBUTION.** As well as offering a rich set of analytical functions, dashboards and what-if environments, the Definio Reply platform can also be considered a data source for:

- data analysis in Office® environments
- integration with QlikView® (Associative Query Logic) technology, which is an immediate, powerful and flexible tool for interactive data analysis
- acquisition and contribution of data with Matlab® via the Definio Reply Interface module to MATLAB®
- distribution of reports, analyses, dashboards, financial statements, etc. including to users outside the company (Internet - Extranet) via the Definio NET module

**DATA ACQUISITION.** The Definio Reply platform is equipped with connectors to external sources designed to feed the Definio Data Layer component (Definio Reply's financial data management and organisation component): standard and parameterisable connectors that allow immediate access to the required data. It is possible to acquire data from the following sources:

- Administrative systems, Back Office and legacy systems
- Market products (Olympic®)
- Depository banks
- Market data from Information Provider

The connectors are able to control and verify the quality of the data acquired.

**TECHNOLOGY.** Definio Reply is an enterprise application comprising a suite of software modules, developed with a totally web-based technology, which can be utilised by various types of users, inside and outside the company, and can be personalised to meet the demands and characteristics of each of these.

The approach taken in making the technical choices involved in creating the Definio Reply user interface and database has led to the adoption of the most innovative solutions offered by Microsoft® (ASP.NET/C#, AJAX, and SQLServer).

The specialised Definio Reply calculation modules are based on directly developed statistics-financial libraries that are integrated into the product.

The Definio Reply system is technologically designed to provide all the necessary levels of data processing security.

It supplies tools for administration, configuration and control for the management of all application modules, for the profiling of roles and users, and for the scheduling of data update processes and the tasks of pricing and calculation of indicators. Definio Reply provides tools to control and verify the consistency of system data with the outcome of the tasks performed.

## Reply value

Besides the Definio Reply platform, Reply is able to supply all the direct services for the system for personalisation and, as a consequence, for the overall objectives of the change programme.

Specialised personnel accompany customers during the project's implementation phases. Reply has its own team of specialists capable of covering all the planning phases from design phase to the implementation and maintenance of the systems.

**Reply [REY.MI] is specialized in design and implementation of solutions based on new digital media and communication channels. Operating through a network of highly focused companies, Reply provides the leading European Groups in the Telco & Media, Manufacturing and Services, Banking and Insurance Industries as well as the Public Sector with an effective support aimed at defining and developing business models enabled by the Web 2.0 and by the convergence paradigms. Reply services include: Consultancy, System Integration, Application Management and Business Process Outsourcing.**

**For further information: [www.reply.eu](http://www.reply.eu)**