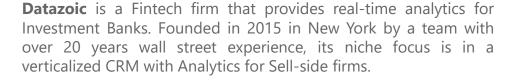


# PRISM Analytics

Next Generation Data Analytics for Capital Markets



### **PRISM Platform**

PRISM is a next generation data analytics platform that provides continuous integration with internal & external sources to keep the best data. It connects seamlessly with existing systems – OMS, Corporate Access, CRM, Commissions, Expenses, Market Data, Research & Distribution, Voice/Video data and more sources.



## Data Integration

- Pre-integrated with TRE, Bloomberg and more
- Outlook Integration
- MiFID II Compliance

#### **Connects with most sources**

## Data Analytics

- · Dashboard & Tear Sheets
- Realtime engagement analytics
- Realtime trade execution analytics and TCA

#### **Client ROI Analysis**

# Why Clients use PRISM:

- Customer Engagement for Equities and Investment Banking
- Deep CRM insights within Outlook Web and Mobile
- 92% user adoption



# Actionable Insights

- · Client ROI Analysis
- Realtime trade insights
- Enhanced Opportunities and Cross Sell

#### **360 degree Customer View**

PRISM resides on top of existing infrastructure:











