

# PrimePortal

## Portfolio

### Efficient portfolio tracking and convenient data display

PrimePortal Portfolio is designed to help financial institutions and financial advisors strengthen client relationships. The web-based solution can also help increase clients' investment activity by providing comprehensive portfolio information and analysis tools. Portfolio is designed to help financial advisors increase efficiency and meet the standards that clients expect from their advisory service.

- Allocation breakdowns by asset classes, instrument types, currencies, countries, segments, maturity and other criteria
- Risk figures and stress testing in user-definable scenarios
- Customizable, printable PDF reports
- Self-designed synthetic benchmarks that can assist with performance measurement of customer portfolios

The screenshot displays the PrimePortal interface for a client named Jane Doe. It features a navigation bar with options like 'Client Reports', 'Trade', 'Quotes', and 'Market Overview'. The main content area is divided into several sections: 'Overview' with charts for various indices, 'Watchlists' showing a list of stocks and their performance, and 'Client Information' which includes a table of portfolio holdings. The table lists clients such as John Smith, Jim Johnson, Jane Doe, and Guy Brown, along with their market values and performance metrics. There are also sections for 'Price Alerts', 'Fundamental Data', and 'Risk Signals'.

### Virtual Portfolio for Investors

The screenshot shows the 'Virtual Portfolio for Investors' interface. It features a 'Jane Doe Portfolio' overview with a performance chart showing a 1-year return of -1.38%. The chart includes a 'Current Portfolio' line and a 'Transactions' line. Below the chart is a 'Breakdown' section showing asset class percentages: Unknown (61.81%), Equity (30.35%), and Fixed Income (1.03%). There is also a 'Portfolio Holdings' table listing various stocks and their performance. The interface includes a 'Risk' section with a risk score of 12.00 and a 'Watchlists' section.

### Serving Advisors

Interactive Data's Portfolio displays transaction-based portfolio valuations. Portfolio is designed to serve advisors via a flexible, web-based, user interface by providing

- Comprehensive reports, charts and displays of portfolio information

By using analysis, comparison and simulation tools, media portals and online brokers can create portfolios based on clients' individual preferences and parameters. Newly available features include:

- Tagging for an aggregated view of the value and performance of the portfolio using individual investment categories like "emergency reserve funds" or "play money"

- Inserting comments and star ratings, and allowing communication between investors
- The inclusion of non-traded assets, which are incorporated in the performance analysis
- Illustration and support of saving plans within the portfolio – for example once investments are itemized they will be updated automatically
- Automatic calculation of transaction costs based on real price models of banks and online brokers
- Returns on investment automatically handled

## ■ Enhancing Processes

With its web-based, modular structure, Portfolio is designed to integrate easily with existing solutions and processes, including mobile services.

- Advisors can benefit from strategic model portfolios and the display of tactically suitable instruments. Sales can support clients' investment decisions with specific suggestions and comparisons.
- Performance and risk comparisons based on investors' objectives and preferences can assist with management of customer and model portfolios.

## ■ Support for Sales Channels

Interactive Data's Portfolio is designed to support many sales channels. It can be used for face-to-face consultancy in the branch office or on location, in a call centre, or for self-directed use for online asset management, either in real time or on a delayed basis.

- By using analysis, comparison and simulation tools, your advisors can generate valuable recommendations and optimize portfolios based on clients' individual preferences and parameters.
- Real-time alerting via short text messages and e-mail can track specific clients, positions and key figures, helping advisors to be more efficient and proactive.

### About Interactive Data Corporation

Interactive Data Corporation is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings support clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has over 2,400 employees in offices worldwide.

For more information, please visit [www.interactivedata.com](http://www.interactivedata.com).

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