

First Rate



YOUR PERFORMANCE SOLUTION PARTNER



888.393.RATE : info@FirstRate.com : www.FirstRate.com



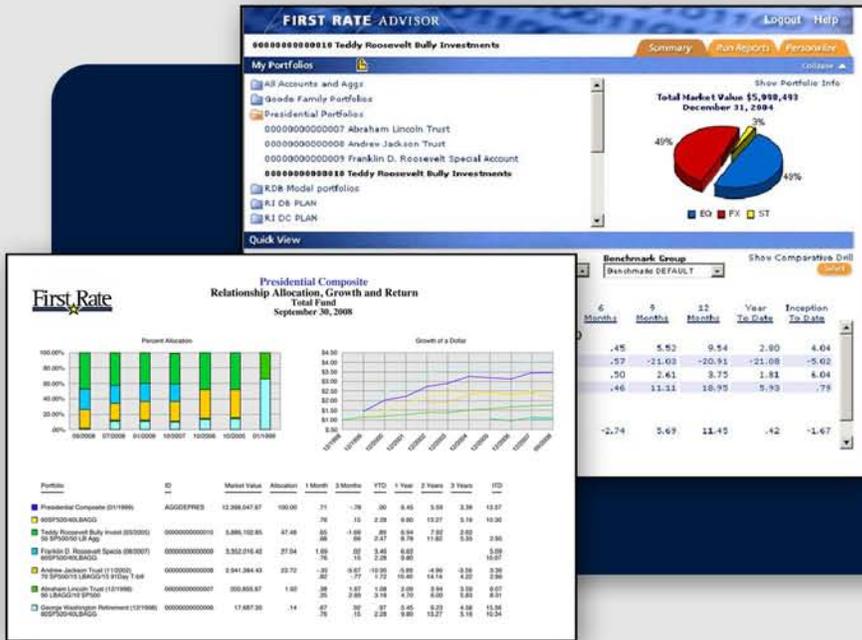
We are Your Performance Solution Partner™

First Rate provides leadership and direction for all aspects of investment performance measurement and analysis.

FIRST RATE SOLUTIONS

FIRST RATE ADVISOR Client & Management Reporting Solution

First Rate Advisor is a web-based software solution for investment performance reporting and analysis. Advisor empowers investment professionals with the ability to create custom, client-ready performance presentations with just a few clicks of the mouse. Advisor enables immediate access to rates of return and supporting data through easy-to-use, web-based tables and graphs with complete drill-down capabilities.



REPORTING INCLUDES:

- Templates with graphical reporting for performance and asset allocations
- Composites, management reporting and client aggregation for householding
- Security-level returns & sector sources of return
- Risk/return analysis, asset contribution & attribution
- Risk Statistic Reporting
- Target vs. Actual Allocation Reporting

“The First Rate Performance Suite provides UMB with a variety of flexible solutions allowing us to meet the diverse needs of the many audiences across our institution.”

Scott Betz,
UMB Advisors
Director of
Investment Analytics

ONLINE DATA VIEWS For a quick overview, users can see performance results online, with the flexibility to select one portfolio or multiple portfolios, broken out by preferred asset classifications, time periods and benchmarks.

ONLINE DRILL-DOWN ANALYSIS To quickly get more detail about a portfolio or rate of return, First Rate Advisor offers dynamic online drill-down capabilities to assist you with analyzing your clients' portfolio results and communicating the value of your investment process.

Users can drill down into the portfolio's underlying data, including market values, income accruals, cash flows, rates of return and the specific formula used to calculate return.

REPORT FLEXIBILITY For investment professionals who need flexibility in reporting, Advisor has more than 80 report templates with built in flexibility for users to create their own parameters and fully customize presentation to meet their firm's internal standards, right down to company logos and colors.

“ON THE GO” PRESENTATIONS Advisor offers a full report packaging solution that assists investment professionals with building a presentation formatted to their unique specifications and automatically collated. An advisor may include cover pages, market commentaries, disclaimers and any other supplemental information needed for the client reporting package.

MANAGED REPORTING For investment professionals who need to create multiple presentations for large volumes of portfolios and/or relationships, the solution is Managed Reporting. Managed Reporting allows the investment professional to create reports that compile in the background while still being navigated within First Rate Advisor.

FIRST RATE PROFESSIONAL **Powerful Performance Calculation Engine**

First Rate Professional integrates with First Rate Advisor. The performance engine for all First Rate solutions, this application gives performance measurement professionals the tools to efficiently calculate, audit and validate high volumes of data and create transaction-based rates of returns for an unlimited number of portfolios and composites.

FIRST RATE PROFESSIONAL:

- Provides multi-currency performance returns, money-weighted rates of returns and time-weighted rates of returns
- Provides multi-asset classification schema
- Generates periodic rates of returns and runs audits to verify the accuracy of data
- Maximizes the efficiency of your performance staff
- Empowers you to easily analyze rates of return
- Supports GIPS compliant performance calculations

PEACE OF MIND First Rate Professional automatically performs the load processes, calculates performance returns and executes sophisticated, systemic audits the instant your accounting data is received. Data exceptions for cash positions, holdings and other financial data are reviewed. Performance calculations are also reviewed by our in-house experts to ensure high quality data is utilized for the final calculation of performance results. As accounts are finalized, you can directly link to First Rate Advisor for all of your analysis and reporting needs.

REAL-TIME CONNECTIVITY First Rate provides real-time access to your client's performance data that can be easily accessed for instant viewing. The parameters of the query are selected by you, allowing you the freedom to display the data in a multitude of ways that work best for your firm's needs.

FLEXIBLE DATA PARAMETERS First Rate Professional's multi-tiered, client defined security classification schema supports up to three separate asset classification schemas simultaneously for industry, style or client defined classifications. This sophisticated performance calculation engine also provides daily, month-to-date, monthly and selected point-to-point returns.

EASILY IDENTIFY & RESOLVE DATA ANOMALIES An automated review of rate of returns for acceptable results relative to tolerances based upon benchmarks or model portfolios is conducted and out-of-range portfolios are flagged, providing the investment professional with an up-to-date status on the portfolio. User audits allow management to review all manual edits, additions or changes to the underlying data by user, type and date. Global changes to pricing or transactions are the solution to having to reload all data to resolve a single issue

ONLINE RESEARCH AND EDITING TOOLS Online research and editing tools allow the investment professional to quickly identify data exceptions and out of balances and then to perform online drill-downs to the asset or transaction in question to correct the issue immediately and automatically recalculate performance.

SERVICES

The First Rate Performance Suite is offered in three levels. These include: Fully Outsourced, Managed Hosting and In-house/Installed.

FULLY OUTSOURCED SERVICE This service allows clients to capitalize on the expertise of the First Rate Performance staff, while minimizing the overhead requirements associated with maintaining an accurate, in-house database of portfolio performance information. First Rate hosts your institution's portfolio data on dedicated and secure servers located in our Waco, Texas data center. The location of the data is transparent to your users, who have direct and secure access to the system through the web browser on their desktop. Meanwhile, all data production, batch processing, global editing, database maintenance, hardware support and disaster recovery preparations are handled by First Rate. Our performance specialists use their expertise to fulfill your processing and analysis requirements, delivering data in a timely fashion and giving you time to focus on your core competencies.

WHY FIRST RATE'S FULLY OUTSOURCED SERVICE?

RESOURCES

- Agreed upon SLA to meet your firm's requirements
- Loading, monitoring and support of periodic data processing
- Expertise with troubleshooting if issues arise during data processing
- Relief from the burden of training staff & being vulnerable to staff turnover
- Timely delivery of performance data

REDUCED COSTS

- Eliminate the need for training your IT staff on new applications, allowing them to focus on their core competencies
- Eliminate the need to keep up with ever-evolving technology requirements
- Grow your business without increasing personnel

MANAGED HOSTING Adding a new performance solution is a challenging process. However, hosting and supporting the technology associated with your solution can be simple and cost effective with Managed Hosting from First Rate.

Our staff of information technology specialists provides Managed Hosting for several of the largest financial institutions in the United States. Our team is certified to design system architectures that maximize processing resources while meeting your institution's specific requirements for data access, security, disaster recovery and reporting.

IN-HOUSE/INSTALLED SERVICE First Rate "Installed" clients license our performance measurement system to run in-house, using their own hardware and systems resources to maintain and support the performance database. First Rate provides close support during the installation and configuration of the system. We design custom interfaces and programs that automate the data load process, minimizing the need for internal support functions and personnel.

“At the beginning of the year we set several goals to meet before going into production. We all stuck to the objectives set, created a great team of Bessemer Trust and First Rate people and made it happen.”

Antonio Perrotta
Chief Technology
Officer
Bessemer Trust

First Rate

