

ANALEC – Press Release



Research Enabling Solutions

FOR IMMEDIATE RELEASE

ANALEC ModelViewer to help broker-dealers to share interactive financial content with their clients

Date: 6 March 2013

ANALEC, a leading provider of financial technology solutions to the global investment research and investment banking industry, recently announced an upgrade of their ANALEC ModelViewer application that now allows sell-side investment research organizations to share their analyst's financial forecast models and other interactive content in a secure fashion with their client base, without losing the intellectual property



right or ownership of such interactive content. Investment research services involve a range of services that include research and investment ideas and thought leadership as well as providing all the necessary assistance to the buy-side client base to make informed investment decisions. Securing access to financial models (or modelling content)

from the sell-side has been highlighted as a Top-10 demand from the buy-side when it comes to their sell-side service providers as captured in the Institutional Investor survey in Asia in 2011. The traditional research service of delivering a research report on a client's desktop has been commodatised over the years, consequently sell-side firms have to increasingly see themselves as a virtual extensions of their buy-side research departments and play an effective facilitation role.

Presently, when a client from a buy-side firm asked for a sell-side analyst's financial forecast model on a specific company, the MS Excel file holding the interactive forecast model is emailed across to the client (in most cases reluctantly) for his/her use by the client side analyst. This very act of sending such interactive analytics over the email raised questions on intellectual property rights and such content falling into the wrong hands (i.e., competitors or others that are not paying customers of the sell-side research organisation). As a result such requests for financial model access has been restricted to top-paying clients, which in turn raises certain regulatory questions on selective disclosure. Many investment banks and brokerages have deployed half-way house solutions wherein the interactivity is either completely or partially eliminated (within the models) and then the modified extracted files are emailed across to the client base. The latter fails to deliver the necessary value-add and analytical fire-power to the recipient, when compared to using a secure platform like ModelViewer to deliver full interactivity of the financial models to a recipient for a specific duration of time; with the platform allowing control of the duration of such access to a recipient.

Commenting on the developments, ANALEC's CEO – Indy Sarker – stated, "We continue to innovate in ways that help our clients deliver greater value-add in the market place. This recent innovation with ModelViewer provides peace of mind to our sell-side research organizations when it comes to sharing their interactive financial content with their client base without worrying about loss of control or ownership of their intellectual property. More importantly it transforms a one-off act of sending interactive content over the email to a recurring relationship with the customer, as the customer has to keep logging into the platform

to access the interactive power of the forecast model. With ModelViewer, we aspire to become the global supermarket for interactive financial content delivery from the sell-side to the buy-side.”

The ANALEC ModelViewer platform allows sell-side research organizations to “house” their latest financial forecast and valuation models securely on the ModelViewer platform and then selectively grant access to individual clients to their content via the ModelViewer desktop application. The integrity, interactivity and forecasting intelligence of the valuation models are maintained within the application, allowing users to change assumptions and drivers and arriving at their outlook on each company. The resulting analyses is exportable as numbers in an MS Excel file from the ModelViewer application. Consequently, the sell-side research organization is able to build a recurring value proposition with their clients on interactive modelling and valuation content, without worrying about the interactivity falling in wrong hands or being only a one-off transaction as part of that service pledge.

Each broker-dealer, investment bank or independent research provider is provided their own microsite within the ModelViewer application, which they are able to control at their end in terms of who get to view or access their content. Sell-side research organizations want to monetize their research and research related services in ways that has not been possible in the absence of technology enabled discriminated access rights and related intelligence. In that context, ModelViewer as an application becomes a powerful medium for sell-side firms to engage more freely with their customers and look to get rewarded for such value-added services over time. The investment research business as a service is a recurring service business model and every aspect of the service needs to be controlled in a way that is recurring and secure. ANALEC ModelViewer delivers just that when it comes to vital aspects of the fundamental investment decision-making process when it comes to client servicing.

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About ANALEC:

ANALEC is a specialized financial technology company focused on the investment banking and investment research industry. It leverages its deep domain knowledge of the investment research and investment banking industry to develop and deploy proprietary enterprise level software-enabled business process solutions, addressing very specific organizational issues and challenges within investment research and client servicing functions. Under its remote delivery model, ANALEC offers its customers the option to remotely manage and deliver a range of services. Established in June 2003, ANALEC brings together over 80 years of leading expertise in investment research, investment banking and software development and deployment. Headquartered out of Singapore, ANALEC has a delivery centre in India and business development offices in Singapore and the United States.

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