



ASSET VANTAGE
Performance Reporting & General Ledger on Demand



AV OVERVIEW



FAMILY WEALTH REPORT **NEW YORK**
AWARDS 2020
ACCOUNTING **WINNER**
Asset Vantage

GREATER NYC | MUMBAI | PUNE

The Opportunity



The financial lives of UHNW Families tend to become sophisticated.

Liquid and illiquid investments.

Multiple advisory relationships.

Held in multiple accounts within each entity

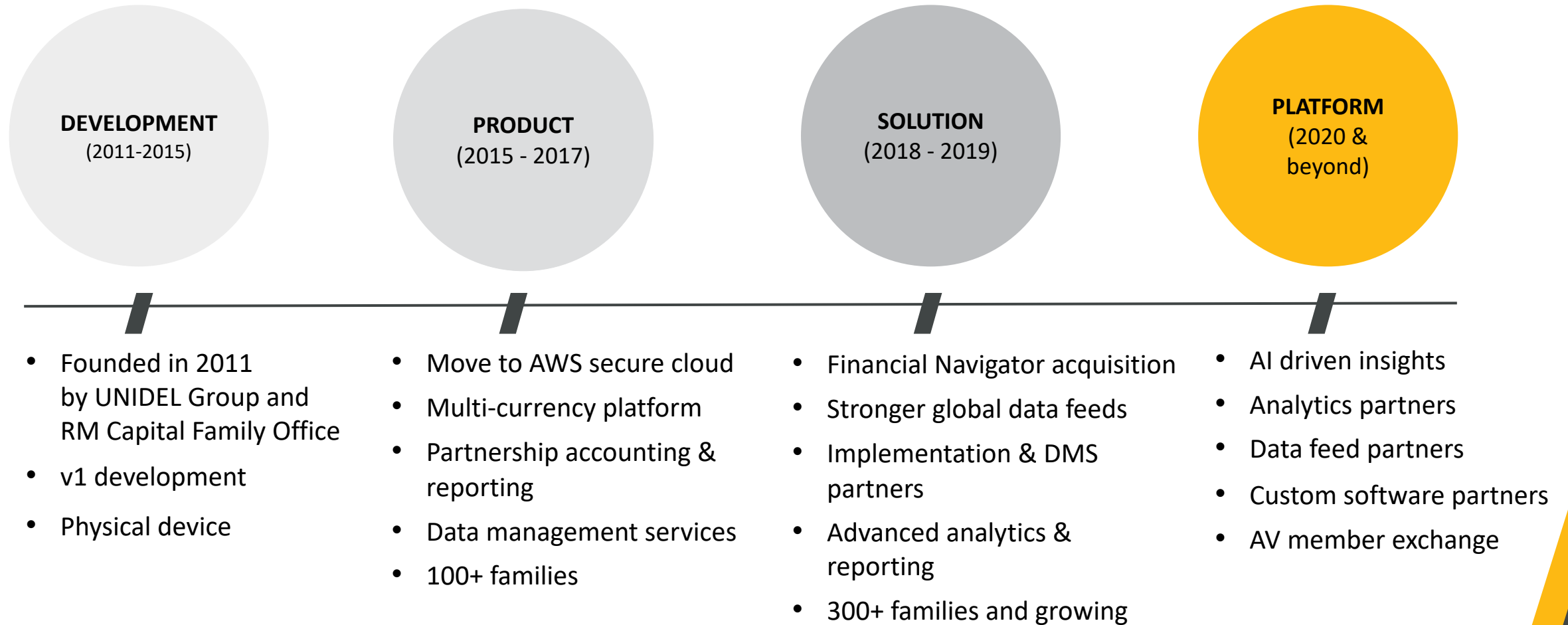
And multiple family entities with complex ownership across the family

Add to this the complexity of multi-currency, performance reporting, taxation and statutory reporting

Providing a consolidated view of the entire family balance sheet is the single most important foundation for sound financial management and decision making.

Asset Vantage is Performance Reporting and General Ledger on Demand for such sophisticated families.

AV evolution & vision



Asset Vantage is the Performance Reporting & General Ledger platform for sophisticated families.

What customers have said they want



Integrated investment, accounting and financial management system

Managed data service, data on-boarding, maintenance and reconciliation

All data in one secure private setup, accessible remotely as well

Security, privacy and reliability

Broad asset-class coverage

SaaS pricing instead of asset-based pricing

Advanced analytics & investment reporting

Ease of use

Existing solutions cannot provide all the above at a compelling price point and with ease of use.

How AV empowers families & their trusted advisors



Consolidation of disparate investment & accounting data on a single platform

Nearly zero up-front technology infrastructure spend

Document vault, integrated investments & general ledger

Built for family offices by a family office & technology group

Best practices of global family offices, CPA firms, investment management

Secure & private environment

Our strong partner network



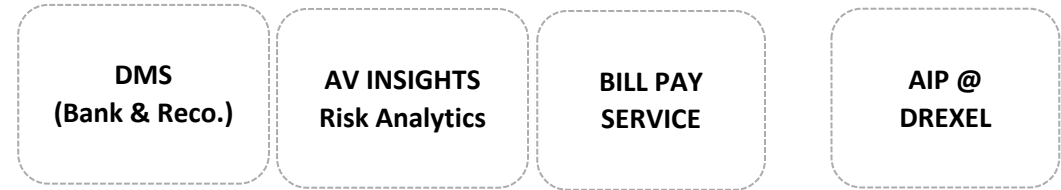
The AV platform



PRODUCT



SERVICES



BEST PRACTICES

REPORTING



ENGINE



INFRASTRUCTURE

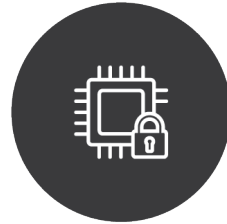


AV data location, privacy & security & Ownership



Location

- AWS Regional data hosting
- US, India, EU*, SE Asia*




Privacy & Ownership

- Client owns data
- Private daily backups on AWS
- Client enabled full data export
- Access control & permissions
- Audit trail & reporting
- Explicit user access for AV for data management services under NDA.



Security

- State of the art private cloud
- Encrypted database
- Encrypted communications
- Multi factor authentication
- VPN only access option
- AWS encrypted backups

A light gray world map with several yellow dots scattered across it, primarily concentrated in North America and Europe, representing the locations of the world's wealthiest families. The text is overlaid on the map.

The worlds wealthiest families use AV as their portfolio reporting and general ledger solution

“We were trying to implement accounting and reporting software at Fortis for the past 12 years. Asset Vantage did an incredible job of understanding our problem, in our language. They said, “let’s solve it” and delivered the exact features we needed. With streamlined and automated processes, our multi-family office can now work with more families. I appreciated Asset Vantage’s strategic and long-term approach.

- **Jay Goldfarb**
Principal, Fortis Management Group LLC (MFO)

WP Readers' Choice Award
SERVICE PROVIDER OF THE YEAR

WP ²⁰²⁰ *Awards*

Best-in
ACCOUNTING TECHNOLOGY



Forbes

Named in the 2020 Roundup
FAMILY OFFICE SOFTWARE

AV Acclaimed: AV was crowned Best-in Accounting Technology at the FWR Awards 2020, WP Readers' Choice Awards for Service Provider of the Year 2020 & named to Forbes Family Office Software Roundup 2020.



DREXEL UNIVERSITY
LeBow
College of Business
Corporate and Executive Education



ASSET VANTAGE

Performance Reporting & General Ledger on Demand

ANALYSING INVESTMENT PERFORMANCE (AIP)

For Family Office Professionals

AIP at Drexel : Winter 2019

Lebow College of Business, Drexel University

December 5th & 6th 2019

AIP at Drexel : Fall 2020

Virtual Classroom

September 11th & 18th 2020



Thought leadership: Drexel University & Asset Vantage partnered together to create a unique course "Analyzing Investment Performance" for Family Office professionals.



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