



Linedata

Linedata Optima: The case for Icon Users

Increase your operational efficiency and reduce total cost of ownership with our fund administration hub.



Linedata Optima

Linedata Optima, in combination with Linedata Icon, provides a modern fund administration hub to digitally transform your back-office operations.

Linedata Optima's browser-based workflows help you automate manual checks and other repeatable tasks, and efficiently manage and resolve exceptions. You can scale your business by adding new funds without adding staff or seeing a linear rise in cost, and unlock data insights with advanced analytics and graphical management dashboards.

Optima's exception-based approach lets you focus on solving problems rather than trying to find them. Instead of having to conduct checks by printing and reviewing lengthy reports or hunting through numerous onscreen alerts or pop-ups, Optima automates controls and only notifies you when action is required.

With Optima, exception summaries are displayed in easy to read dashboards, where you can drill down into the details, launch remediation workflows, and access Icon to fix problems, with a clear audit trail of actions taken.

We've designed Optima with client input for maximum efficiency and an intuitive user experience. Your teams will collaborate better – regardless of their experience level or where they are working.

Operational Efficiency

Linedata Optima increases operational efficiency.

- **Job Scheduling** provides a graphical view of your Icon scheduled jobs, constituent tasks, and dependencies.
- An **Exception Manager** provides a detailed view of exceptions generated by Icon, with drill-down links to resolve issues using digital workflows if required.
- **Custom Widgets and Dashboards** create compelling views of important data in easily digestible formats.

Roadmap

Expanding Optima's functionality and integration with Icon is a top strategic priority. These developments will further enhance Optima's ability to deliver operational efficiency:

- A **Rules Engine** will let users design rules that query data in Icon and Optima, return results against set user tolerances, and raise exceptions when breaches are identified.
- **NAV Control** will help you streamline NAV production and track the NAV status for every fund. It provides a clear overview of the progress of all of your funds and the outstanding exceptions. Users can filter and drill down to examine the details and view and resolve exceptions.

Reduced TCO

The following Optima modules enable you to add new funds to your Icon platform without a linear increase in work or staffing cost, while maximizing the ROI of your Linedata investment:

- **Workflows** provide a digitized view of the steps to complete a given task. They are easy to design using flowchart logic and can be assigned automatically to exceptions as they are raised, scheduled through a calendar, or run on an ad-hoc basis when required.

Roadmap

A **Report Builder** will enable you to build graphically rich reports based on Optima and Icon data.

- **Data Analytics** will provide powerful tools to identify potential areas of operational risk and plan appropriate remediation.
- **Machine Learning** will analyze patterns and exceptions over time and suggest new rules and other steps to avoid NAV production delays and errors

Enhanced User Experience

Operations teams are busier than ever, and remote working has further complicated their ability to manage multiple processes, screens, and sources of information. Optima's Navigation Tools make it easy to switch between full-screen widgets and multiple monitors for efficient user experience.

The following pages provide additional details on the benefits of using Optima, the efficiencies it brings, and how it is designed for ease of use.



Job Scheduler

Automate NAV production through Icon and monitor NAV production status for every fund through Optima with the **Optima Job Scheduler**.

Benefits

Managers and teams can constantly monitor progress of automated jobs and tasks (including directory monitored jobs) using color-coded GANTT charts.

Staff can focus on value-added work rather than conducting manual checks on automated processes.

Dependencies are shown, such that impact of a late task in the morning is visible for downstream tasks on the critical path well before they are started.

Thus, NAV production delays are avoided because jobs that are running late can be quickly identified and issues remediated.

Efficiencies

Ability to filter by fund or job/task status makes it easy to focus on areas of concern.

Users can quickly find relevant jobs by filtering by start date, status, user, fund, or job type.

With directory-monitored jobs, external files that fail to arrive within the expected timeframe are quickly identified so users can chase suppliers.

Ease of use

Jobs are color-coded to show jobs that started / finished on time, started / finished late, or are expected to start / finish late.

Users only see jobs related to Icon funds that they can access.

Overviews are provided by day, week, and month
Display automatically scrolls to focus on current date and time.



Exception Manager

Focus on solving problems rather than trying to find them with Optima's **Exception Manager**. Processes run automatically until issues arise or sign-off is required.

Benefits

All exceptions can be managed in real time through a single, global tool, with full oversight and audit trails.

Managers can instantly review the status of all open exceptions and the resolution steps taken for closed exceptions.

Teams can quickly solve issues collaboratively, regardless of location.

Exception sign-off can be assigned and managed at organization level, including how many users must review a given exception before it can be closed.

User/fund security in Icon is respected, and the organization can control which messages are sent from Icon to Optima.

Efficiencies

User efficiency is dramatically increased versus manual processes that involve line-by-line reviews of digital or paper-based reports.

Users no longer need to manually examine each report and review, assign, and manage exceptions as this is handed centrally.

Exceptions can be automatically assigned to specific teams/users with the appropriate resolution workflow in attachment.

You can conduct rapid ad-hoc queries using the free-text field to search for exceptions that contain the specified text in any field.

Exceptions can be reallocated across teams and users to balance workloads.

Ease of use

Solve exceptions faster by quickly sorting and categorizing queries based on your needs.

Sort exception data in prioritized order: clicking one column title sorts the data, clicking on multiple column titles sorts by multiple values (e.g. sort by fund, then by assigned user, then by process).

Quickly toggle between all exceptions and those assigned to you or your team by sorting between Own/Team/All.

Show or hide columns to focus on relevant information.



Custom Widgets and Workspaces

Organize data in a variety of chart-type formats: matrices, bar charts, line charts, pie charts and more.

Benefits

Quickly analyze Icon or Optima data using custom views that make it easy to spot issues and take steps to address them.

Displayed data can be limited to the Icon funds that the user can access.

Build user-specific dashboards, picking the data and widgets that are valuable to an individual user and displaying them on a single screen.

Efficiencies

Users no longer need to manually check reports and make comparisons to pre-set tolerances or limits to identify potential areas of concern.

Identification is performed quickly and automatically so users can focus on areas where breaches have been identified.

All the information a user needs to validate their funds is available on a single screen.

Ease of use

Custom dashboards are easy to set up at user level. Intuitive tools to add, remove, size and move dashboard pieces make it simple to design a dashboard to suit your needs and update it as required.

Custom Grids let you visualize rows of data, with flexible sorting and drill-down options.

Custom Charts help you visualize a single series of data. You can drill down to the grid for additional details about the selected row.

Custom Multi-Series Line Charts let you compare multiple series of data. Parameters are easy to configure and provide views based on date ranges.

The **Custom Matrix** lets you visualize discrete values as individual cells.



Rules Engine (Roadmap)

The **Rules Engine** greatly increases efficiency by controlling Icon and Optima data against pre-set tolerances and automatically raising and assigning exceptions when breaches are identified.

Benefits

Focus staff time and attention on breach resolution rather than on tedious manual checks for problems that might not exist.

Manage more funds with less cost and overhead, using automated valuation checks that flag exceptions for rapid response and resolution.

Reduce operational risk by incorporating rules processes within NAV Control widgets.

Efficiencies

The Rules Engine replaces manual data collection and visual checks with automated controls that raise exceptions.

Users can focus their effort on areas that require further investigation.

Rule groups can be configured to perform tolerance checks and give a summary view of the highlighted conditions that are in breach of tolerances or expectations.

Ease of use

Decide when and how often to run rules checks.

View results quickly and filter by fund/alias, rule, rule group and rule status (pass, fail etc.).

Breaches automatically create exceptions which are managed with the Exception Manager.

Exceptions can be automatically assigned to the appropriate team/user with differing sign-off requirements based on the nature of the breach, and the appropriate workflow to resolve the breach in attachment.



NAV Control

NAV Control provides the NAV production status at macro level across all funds, and for every individual fund, throughout the day in real time.

Benefits

Manage operations more efficiently with the ability to quickly see, across all funds and per fund, the completion status of all assigned processes and the number of open exceptions. Users can drill down to manage open exceptions using Exception Manager tools.

The run status of each process is tracked, so you can check, for example, whether Interest Accruals have run for a particular fund for today.

You can define per fund which processes to track: a Debt fund could track amortization and interest accruals but not dividend accruals, while an Equity-only fund would track dividend accruals only.

Efficiencies

NAV status checks are often manual processes based on verbal communication or relying on central documents that are manually updated by individual users. NAV Control modernizes such practices by visualizing the NAV status of your funds without manual effort from your users.

The tool itself examines all processing steps and exceptions, giving managers an accurate, real-time view of the status of each fund.

Users can drill down to manage open exceptions using Exception Manager tools.

Ease of use

View each fund's progress across five user-configurable categories, showing process completion and outstanding exceptions.

Advanced filtering options make it easy to find the fund(s) you are looking for. Filter by fund type, funds with/without exceptions or with late publication deadlines, et cetera.

Drill down to view process completion status and outstanding exceptions.

If needed, you can manually trigger publication to meet deadlines, even if NAV production is incomplete or exceptions are still unresolved.

Displayed funds are limited to the Icon funds that the user can access.



Workflows

Optima **Workflows** help you digitally transform your back office. They are easy to design and modify, use flowchart logic, and let you add new funds without a linear rise in cost and effort.

Benefits

Workflows increase efficiency and reduce operational risk by standardizing the steps for each operational process and promoting a consistent set of responses and actions.

Creating an online book of workflows forces your organization to document procedures and move information out of people's heads and into digital format to avoid leavers taking business-critical information with them.

Workflows streamline staff onboarding and reallocation. They can be used for inexperienced employees / teams without prior training, as they walk them through each step, and provide management oversight throughout.

Efficiencies

Steps required to complete tasks are often written in documents or stored mentally. Managers must communicate information to users manually and then check that they have completed the steps correctly.

Workflows digitize these processes and ensure that knowledge is immediately available to responsible users and steps are followed consistently.

Rules can be set up to automatically assign workflows to different users and teams based on raised exceptions or dates/times.

Resolution steps within a workflow can be spread across users to enable cross user/team cooperation.

Ease of use

Create workflows with the user-friendly, drag-and-drop design process, with ability to annotate workflow and steps with helpful instructions and contextual information.

Sort workflows into priority order by one or more columns.

Find relevant workflows by filtering by team, user, status, workflow, or sub-processes.

Show or hide columns to focus on relevant information.

Search by workflow name or description.



Workflows (continued)

Optima **Workflows** help you digitally transform your back office. They are easy to design and modify, use flowchart logic, and let you add new funds without a linear rise in cost and effort.

Benefits

Workflows can be timed to see which processes take longer than anticipated, allowing you to investigate root causes and make to continuous process improvements.

The book of workflows is a significant step for ISO 9001 certification and can now be created electronically through Optima.

Workflow execution is audited, allowing process designers to identify bottlenecks and optimize processes, and providing information for external auditors to ensure compliance.

Efficiencies

Workflow views ensure each user is aware of what is required of them. Managers can track the progress of each workflow at a glance and take action if any are running late.

Documented steps are particularly helpful for end-of-month or end-of-year actions that may be easily forgotten because they happen infrequently.

Ease of use

Workflows can be validated and tested without changing Optima or Icon data.

Previous versions are archived when publishing new workflows.



Navigation Tools

Optima's **Navigation Tools** support a productive, efficient user experience with full-screen widgets and multiple monitor views.

Benefits

Operational leaders can quickly find the information they need to better manage their teams.

Individual users can manage multiple processes with ease by navigating between multiple screens, widgets, and workspaces.

Efficiencies

Open widgets and workspaces in separate browser tabs to use multiple monitors and Microsoft Windows window management.

User preferences are saved when navigating away from a workspace or widget, or disconnecting from Optima, and re-loaded when navigating to the workspace or widget, providing continuity for the user.

Ease of use

Navigate between full-screen widgets and one or more workspaces.

Create user-specific workspaces.

Add, rename, and delete workspaces.

Add, resize, and re-position widgets within a workspace.



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