



Thomson Reuters Launches Cost Effective Workflow Solution for Hedge Funds

Enabling hedge funds to drive returns, manage risk and simplify operations

New York, June 22, 2011 – Thomson Reuters today announced the launch of a fully integrated workflow solution bringing together the best in class capabilities including Thomson Reuters Eikon and Elektron to provide the content, portfolio tools and connectivity hedge fund managers need to systematize their operations and drive returns.

In an increasingly competitive marketplace hedge funds have been under greater pressure to deliver superior investment returns. They also face growing demands, both from investors and regulators, to demonstrate insight into their performance and investment methodology. The new solution provides all the real-time content, analytics and tools that hedge fund managers need to improve returns and provide transparency. It does so by helping them quickly identify and act on new trading opportunities; mitigate risk by maintaining real-time position analytics; and measure performance via detailed portfolio reports that can be used both for internal and external publication.

To help hedge funds adapt as they move from single prime brokerage relationships, the solution takes care of all of the connectivity and data management challenges from multiple prime brokerage providers and fund administration services, along with all of the additional pricing and reference data required to support their operations.

It incorporates a wide range of broker neutral trading capabilities to accommodate the sophisticated trading needs of customers. Users can direct order flow to over 700 executing brokers, algorithmic trade engines and other alternative pools of liquidity via the Thomson Reuters order routing network. They can also source natural liquidity, receive indication of interest/trade advertisements in real time, perform transaction cost analysis, and gain direct market access to trading venues around the world.

Gerry Buggy, Global Head of Hedge Fund Markets, Thomson Reuters, said: “Regulatory reform and market demand for greater transparency is creating a complex landscape for the hedge fund community. This has led to a greater requirement for integrated technology and data solutions. What we have brought to market not only helps hedge fund managers deliver superior returns, it also simplifies their operations by providing a fully managed solution that includes multi-prime broker capabilities and all of the associated workflow tools to manage and scale their operations.”

The open-architecture of Thomson Reuters Eikon provides the ability to include third party and proprietary applications into the desktop to create a fully integrated solution. Included is the Aura portfolio and order management system from Athena Investment Systems, which draws real-time and static data from Thomson Reuters Eikon via a desktop API, and is hosted over Thomson Reuters high-performance infrastructure Elektron. Thomson Reuters Elektron is the only cross-asset trading and data infrastructure to offer global low-latency market access, content and distribution with a fully integrated set of cutting edge, best in class trading applications, delivered as a managed service, across co-location and proximity hosting sites in the world’s key financial centers.

The Aura portfolio management system supports a wide range of hedge fund strategies with tailored portfolio analytics including real-time risk, detailed performance reports, surveillance and alerting features to allow hedge fund managers to meet regulatory, accounting and corporate governance standards.



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Fredrick Scuteri, Managing Director and US Head of Hedge Fund Markets, adds: “Delivering a solution to aggregate real-time portfolio and risk information, as well as providing order routing capabilities addresses all of a hedge fund manager’s workflow needs in one integrated platform. The solution is quick to deploy, cost effective and effortless to maintain, and includes the most sophisticated news, content and research tools in the market.”

The new workflow solution is now available to hedge fund managers in North America, providing them with immediate access to fully integrated workflow solution to support their operations and help them to grow their business.

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Thomson Reuters Eikon

Thomson Reuters Eikon is a next-generation desktop for financial market professionals. Thomson Reuters Eikon redefines how financial professionals work by placing the most comprehensive market information, news, analytics and trading tools available into a desktop as simple to use and collaborative as the Internet. Thomson Reuters Eikon leverages information into easy-to-use web style search, aggregates the best of social networking technology, and allows for seamless mobile interchange from the office, home or while on the move. Eikon is available on multiple computer platforms, Blackberry and iPhone devices with a single sign-on to access information anywhere, at anytime.

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