



# Streamline your Post-trade SMA Process with Omgeo and Citi



Shaping STP<sup>SM</sup>



THE PROMISE OF STRAIGHT THROUGH PROCESSING



Omgeo and Citi have joined forces to deliver a streamlined, fully integrated SMA solution that brings greater levels of automation to an increasingly complex industry where step-outs, trade-aways and third party settlement arrangements have become prevalent. By combining Omgeo's market leadership in post-trade processing with Citi's world-class retail SMA outsourcing services, mutual clients can take advantage of a joint solution designed to maximize efficiencies and reduce risk in the middle and back office, while addressing the complexities of the SMA trade process.

Omgeo and Citi's integrated approach enables investment managers to take advantage of *Omgeo OASYS*<sup>SM</sup>, the leading electronic trade allocation and acceptance service, directly from Citi's Investment Administration Services (IAS), without the need for additional on-site installation. *OASYS* enables investment managers of SMAs to submit retail trade allocations via *OASYS* directly to their broker/sponsor counterparts in addition to using *OASYS* for institutional trades. With this joint offering, Citi's IAS clients can now send trade allocations directly to their broker/sponsors, manage tradeaways by sending step out allocations, and automatically generate affirmations for matched trades – all from Citi's Investment Administration Services.

## Key Benefits

Utilizing Citi's Investment Administration Services with *Omgeo OASYS*, you can take advantage of single system to manage trade allocations, across all accounts, regardless of style or sponsor. Key benefits of the interface include:

- > **Leverage a single interface, Citi's IAS, to coordinate all U.S. domestic post trade processes**, across SMA and institutional business
- > **Reduce costs by eliminating duplication of effort, minimizing back-office overhead, and lowering processing costs** associated with manual processes and point-to-point communications
- > **Send allocations to broker/sponsors** automatically following trade execution from Citi's IAS proprietary Trade Hub for retail SMAs
- > **Effectively manage tradeaways** by sending step out allocations to multiple plan sponsors
- > **Take advantage of real-time monitoring status** of trade activity
- > **Accept or reject trade details and allocations** on the same business day and ensure that all details are correct prior to settlement
- > **Append standing settlement instructions (SSI) to the allocations** with *Omgeo ALERT*<sup>SM</sup>, the industry's largest Web-based global database for the maintenance and communication of SSI

## Omgeo OASYS

*Omgeo OASYS* is the U.S. domestic industry-standard trade allocation and acceptance service, communicating institutional and retail trade and allocation details between investment managers and broker/sponsors. A proven solution with more than 1,100 clients, *OASYS* replaces error-prone faxes, phone calls and e-mail by automating trade processing. Efficiency improves, costs are cut, and trade failure risk decreases, by providing counterparties with accurate and complete trade information.

## Citi's Investment Administration Services (IAS)

Citi's Investment Administration Services for Retail Separately Managed Accounts is an end-to-end operations platform designed to facilitate the growth of separately managed accounts and provide increased automation and support between Investment Managers and Sponsors of SMAs. Citi's operations platform standardizes current and disparate processes across all aspects of the SMA industry, from account opening to reconciliation. Citi is the leading provider of retail SMA operations outsourcing services to the investment manager community with over 80,000 accounts.



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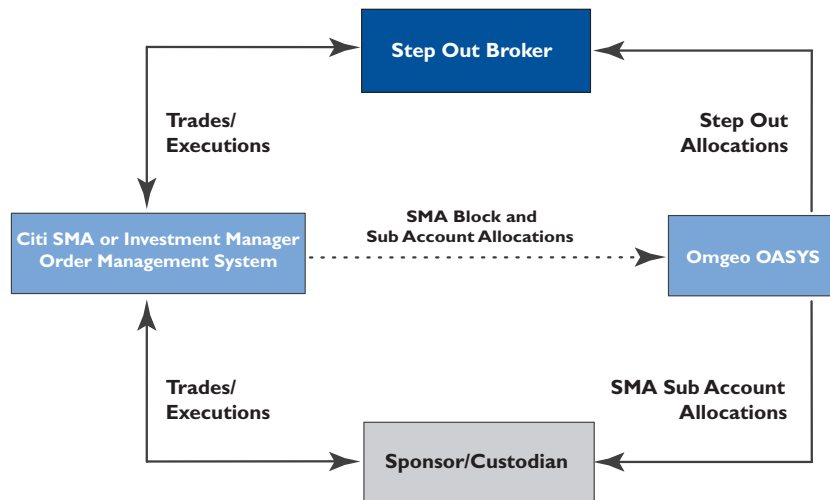
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## How the Solution Works

By linking both services, Omgeo and Citi provide greater levels of efficiency to our mutual clients and further accelerate the SMA industry's move towards increased levels of automation and standardization.



## About Omgeo®

Omgeo plays a core role as the orchestrator of post-trade pre-settlement trade management within the global securities industry. With more than 6,000 users in 44 countries around the globe, Omgeo acts as a central hub and go-to resource for solutions that expedite information flow and connect systems in order to fuel productivity, reduce costs and minimize risks for investment managers, broker/dealers and custodian banks. Through a resolute commitment to working with the industry and all its parts to continually drive efficiency, Omgeo has achieved a stature that is unmatched in its field. Firms count on Omgeo's rich experience as a solutions provider and its well-established relationships with regulators, industry associations and third-party service providers to help them navigate through a continuously changing industry landscape. To learn more, please visit [www.omgeo.com](http://www.omgeo.com).

## About Citi

Citi Markets & Banking is the most complete financial partner to corporations, financial institutions, institutional investors and governments in the world. As a global leader in banking, capital markets, and transaction services, with a presence in many countries dating back more than 100 years, Citi enables clients to achieve their strategic financial objectives by providing them with cutting-edge ideas, best-in-class products and solutions, and unparalleled access to capital and liquidity.

Citi, the leading global financial services company, has some 200 million customer accounts and does business in more than 100 countries, providing consumers, corporations, governments and institutions with a broad range of financial products and services, including consumer banking and credit, corporate and investment banking, securities brokerage, and wealth management. Major brand names under the trademark red arc include: Citibank, CitiFinancial, Primerica, Citi Smith Barney and Banamex. Additional information may be found at [www.citigroup.com](http://www.citigroup.com) or [www.citi.com](http://www.citi.com).

## Contact Us

For more information about taking advantage of Omgeo OASYS capabilities via Citi's Investment Administration Services, please call 1.866.49.OMGEO.

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