



## CASE STUDY

### Daily Portfolio Metrics

Proto Financial®

#### CLIENT TYPE

Hedge Fund

#### PRIMARY USER

CFO / Portfolio Manager

#### LOCATION

New York, NY

#### KEY BENEFITS

- Eliminated wasted hours
- Enable daily reporting of key metrics
- Fast deployment, iterative improvement
- Cost of solution
- No infrastructure or overhead

#### DATA SOURCES INTEGRATED

- Prime Broker daily files (CSV,DAT)
- Built-in tables for data mappings

#### USER TESTIMONIAL

*"I was pretty frustrated when it came to user defined reports. Everything is canned, and we needed a better solution. Proto does everything we need and more. I've been very happy with their product and the creativity of their team."*

#### CONTACT INFO

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### A Daily Dashboard to Generate and Explore Key Portfolio Exposure and Risk Metrics Using Prime Broker Files

#### The Need

A New York-based hedge fund with a long/short equity strategy was struggling to produce necessary portfolio reporting and analytics on a daily basis. They relied on largely manual processes in Excel to generate custom exposure and risk metrics that were not available from their prime broker. Reports created showed information like exposure (by region, industry, analyst, etc.), top- and bottom- performing positions, and P&L attribution. Generating these reports in Excel was a time consuming, semi-manual process. Consequently it was impractical for the analyst to produce the comprehensive set of metrics on a daily basis. They wanted custom reports that illustrated risks based on the fund's view of the market, but moving to a full fledge accounting system or commissioning a custom programmed system was overkill.

#### Proto's Solution & Benefits

The dashboard developed with Proto saved time, enabled previously unparalleled transparency in a concise user interface, and most importantly gave portfolio managers the information they needed on a daily basis. Specific benefits included:

- **Better information:** Proto calculated additional, customizable metrics on the portfolio. These included exposure by liquidity bucket, exposure weighted market cap & beta, exposure by internally set market cap groups and other top/bottom exposure rankings. The added ability to drill into underlying positions, change benchmarks and edit exposure grouping parameters provides a more accessible and comprehensive view of the portfolio.
- **Daily reporting:** The Portfolio Managers now get key metrics on a daily basis instead of a weekly or bi-weekly basis.
- **Saved time:** To generate the complete portfolio report on a daily basis would take the fund's analyst ~7.5hrs per week. Proto's solution runs with a button-click.
- **Low risk, no infrastructure deployment:** Proto's initial solution was delivered quickly & inexpensively. It used the prime broker files directly without requiring a database and scripts to first "integrate" the data in a central location.
- **Flexibility & Agility:** The solution was developed in three short iterations, making it clear where to focus on new functionality. The fund's analyst has been able to edit and update the solution on an ongoing basis using Proto Financial.