

## Purpose-built solutions for Prime Brokerage

Tier1 Financial Solutions enables Prime Brokerage desks to take a multifaceted and strategic approach to the services required by their hedge fund clients.

Tier1 is an integrated software solution and suite of end-user applications designed to tap into institutional knowledge and maximize existing relationships across the entire firm. Built to accelerate workflows and enhance relationship management, Tier1 integrates across a capital markets firm and is advantageous for prime brokers looking to close business faster.

### Maximize the power of existing relationships

Gain a deeper understanding and visibility of existing relationships through Tier1. Users can service their hedge fund clients through one cohesive solution across capital markets, investment banking, and prime brokerage.

#### FOLLOW THESE SET OF SIMPLE STEPS TO UNLOCK THE ADVANTAGES OF TIER1 FOR PRIME BROKERAGE:

**1.** Turn on additional licenses and customize configuration settings for PB

**2.** PB desks now can access any relevant information across the entire firm

**3.** Gain access to previous call reports, past interactions, and other critical data points

**4.** Prospect more effectively by leveraging existing relationships and resources

**5.** Through the consolidation of information, PB desks can forecast a client's potential needs better and offer value-added capabilities to increase client retention for the firm.

### Advertise your firm in a more targeted way to win over the competition

Hedge funds are known to use several investment banks for different services. Firms use Tier1 to extend their prime brokerage desk capabilities and offer value-added benefits over the competition.

#### TIER1 HELPS THE PRIME BROKERAGE DESK ACCOMPLISH THIS IN A MULTITUDE OF WAYS:

-  Uncover the right contacts through existing internal relationships.
-  Get to know that relationship and sell to your firm's strengths. Stay organized and see where there is additional opportunity.
-  Track information, see the gaps in offered services, and maximize potential upsell opportunity.
-  Eliminate massive spreadsheets and use targeted lists.
-  Use cube interfaces to track a client in the news and identify quick opportunities for upselling.

To learn more about our award-winning solutions, visit [www.tier1fin.com](http://www.tier1fin.com) or email [info@tier1fin.com](mailto:info@tier1fin.com)