



# *p-Desktop*

The ultimate adviser front office experience

- Market Data
- Order Management
- Portfolio Review Tools



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## Præmium's p-Desktop combines the power of market data, order management and portfolio review tools to deliver the ultimate adviser front office experience.

Generally sold in combination with V-Wrap, p-Desktop is a fully integrated web application that can be white-labelled with your own brand. p-Desktop provides a flexible user interface that can be customised to suit each user's information and functionality requirements. You control who has access to what functionality and who receives streaming, on demand or delayed data.

Depending upon your business and client requirements, p-Desktop can be deployed in many ways:

- Full service brokers and financial planners who have authority to trade in direct equities can deploy p-Desktop as a comprehensive system enabling market data analysis, client portfolio reviews and trade execution.
- For financial planners and accountants, p-Desktop can be deployed as a market data service which is fully integrated with V-Wrap, providing the opportunity to review market data and live portfolio reporting including capital gains analysis.

### Key features<sup>1</sup>

- Market data available on a live streaming, on demand or 20-minute delay basis
- Real time portfolio valuation and unrealised capital gains reports
- Equity and derivative trading
- Analyse the impact of portfolio adjustments prior to placing trades
- Generate Statement of Advice
- Rebalance multiple portfolios using your own 'house' models
- Record Know Your Client and advice recommendations
- Customisable user interface
- Branding

<sup>1</sup> The functionality available to users will vary depending upon the licencee's authorisations.

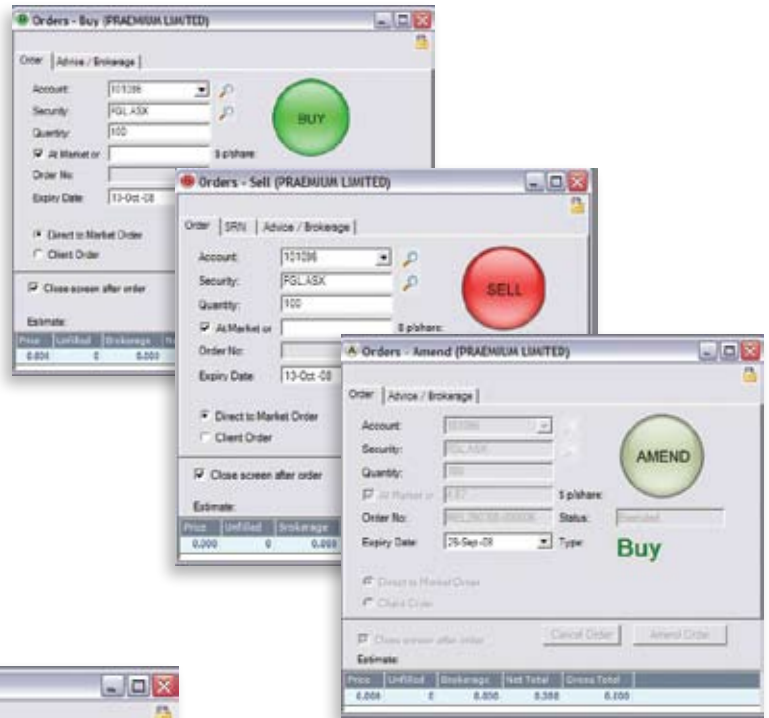


## Order Management<sup>2</sup>

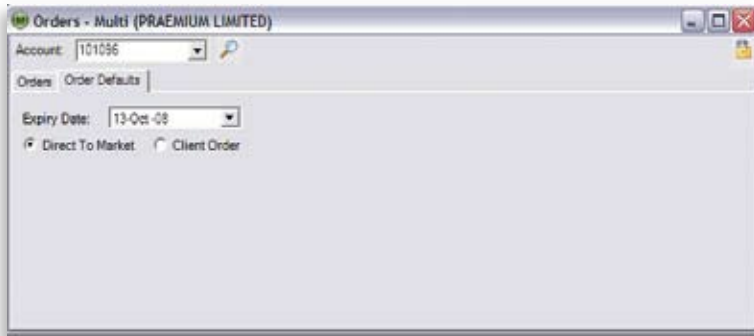
p-Desktop's Order Management capability enables direct equity and derivative orders to be routed directly to the ASX or via a participating broker.

Users can view, buy, sell, amend and cancel orders. Dealers have the ability to manage client orders, whilst administrators can establish account vetting rules. These vetting rules can include:

- Account daily and gross trading limits
- User daily and gross trading limits
- Short selling permissions
- Account trading permissions
- Trading rules



S	Security	Quantity	Price	Est PPS	Est Net Total	Est Brokerage	Est Gross Total	Est Unfilled
BHP	100	M	0.000	0.000	0.000	0.000	0.000	0
FGL	100	10.95	10.950	1095.000	0.602	1095.602	100	100
				1095.000	0.602	1095.602	100	



Orders can be placed individually, or multiple orders can be placed into the market at once. These can include buy or sell orders at market or at a limit. The multiple order screen allows the user to enter all the orders relating to an account on the one screen and proceed if they are satisfied with all trades.

Any orders that fail the vetting procedures are escalated for approval or rejection. Typically only dealers will have the ability to approve or reject orders and are subject to their own user limits.

A full audit trail of the orders placed provides a history of transactions and changes made to each order. This audit trail will identify the user, the action that took place, the FIX message that was sent or received and when the transaction occurred.

Order No	Acct ID	Security	User ID	Action	FIX Message
MEL290708-000006	101096	FGL	13355	Creating new order	
MEL290708-000006	101096	FGL	13355	Sending new order to FIX	54=1 55=FGL 35=D
MEL290708-000006	101096	FGL	13355	Processing order message from FIX	8=FDX.2 9=272 35
MEL290708-000006	101096	FGL	13355	Processing order message from FIX	8=FDX.2 9=275 35

<sup>2</sup> Only available to appropriately licensed dealers.

## Portfolio Review Tools

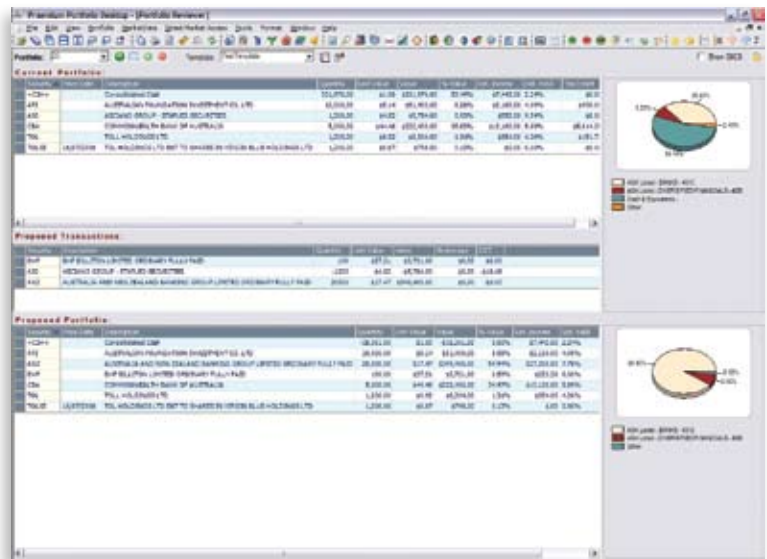
Available only to licenced advisers, the portfolio modelling capability allows you to conduct rapid reviews of portfolios and generate your short form Statement of Advice, customised to meet your own compliance and branding requirements.

Your clients will benefit from a more proactively monitored portfolio, while your business will benefit from increased revenue opportunities by engaging more clients more often.

## Portfolio Reviewer

Portfolio Reviewer enables you to assess the impact of proposed transactions on an individual portfolio's holdings, asset allocation and real-time unrealised capital gains position.

Once your review is complete, your short form Statement of Advice is produced which incorporates details of the current and proposed portfolio, proposed transactions and impact on the capital gains position, asset allocation and estimated yields.

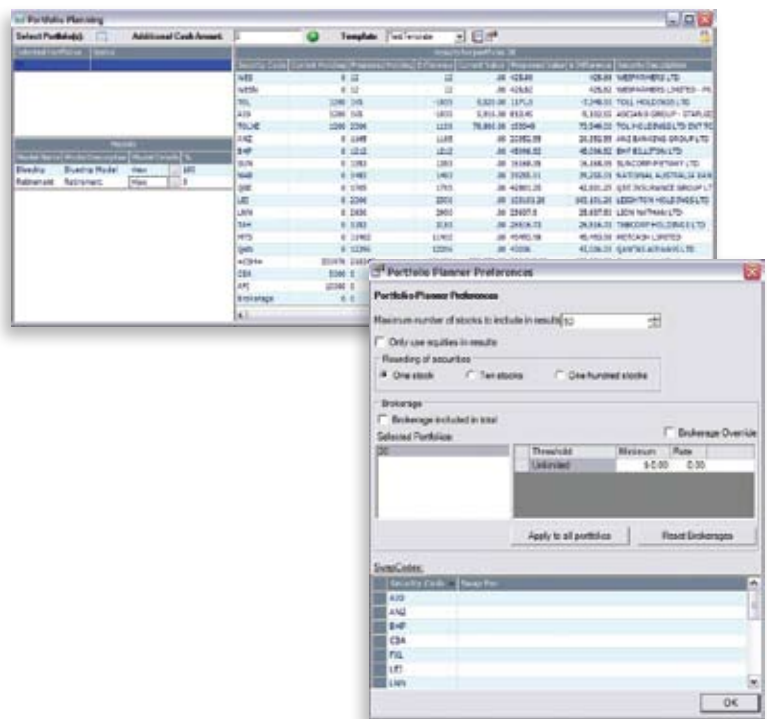


## Model Rebalancer

Facilitating the review of multiple portfolios at the one time using a model portfolio approach, Model Rebalancer can streamline the management of Individually Managed Accounts.

Existing portfolios are compared against a model to determine the transactions required to rebalance each portfolio in line with that particular model. Each portfolio can be customised by excluding stocks, substituting stocks or setting rounding or maximum stock limits.

As with Portfolio Reviewer, your Statement of Advice is produced for each portfolio and is customised to meet your own compliance and branding requirements.



## Combine p-Desktop with V-Wrap

V-Wrap is an online portfolio administration service and is an acknowledged market leader in direct equity and corporate action administration. Designed for professional accountants, stockbrokers, SMSF administrators and financial planners, V-Wrap also offers superior tax and investment reporting features.

By combining p-Desktop with V-Wrap you can take advantage of V-Wrap's portfolio and corporate action reconstruction capability, comprehensive historical corporate action database, daily data feeds from brokers, cash trusts and wraps and accountant strength tax engine. V-Wrap portfolios can then be viewed on p-Desktop with real time valuations, asset allocation and unrealised capital gains.

## Enhance your service offering

In addition to providing a market data, order management and portfolio review system to your staff, p-Desktop can also be used to enhance your service offering to clients.

Offer your clients the ability to access 20-minute delay, on demand or live market data to satisfy their increasing desire for information as they become more comfortable with investing. Clients with existing V-Wrap portfolios will also see their own portfolio fully updated with the latest information.

If your client's portfolio isn't already administered on V-Wrap, market data will be shown alongside a sample V-Wrap portfolio and your personalised message to encourage them to step up a level to your administration service.

Some creative ways in which p-Desktop is already being used to enhance service offerings include:

- An upgraded service offering for premium clients
- Incorporation into client review meetings to provide a real-time portfolio view
- New service offering, available for a fee to derive a new revenue stream
- Complimentary service designed to attract prospects.

By increasing your client engagement opportunities and the timeliness of client communications, p-Desktop really gives you the opportunity to uplift your revenue.

## About Præmium

Præmium's proprietary online portfolio administration service (V-Wrap), market data system (p-Desktop) and Separately Managed Account (SMA) technology is supplied to wrap providers, financial planners, accountants, wealth managers, stockbrokers and SMSF administrators in Australia.

As an acknowledged market leader in direct equity and corporate action administration, Præmium now administers in excess of \$29bn for over 460 organisations<sup>3</sup>, including some of Australia's largest financial service providers.

<sup>3</sup> As at 30 June 2008

To find out more about p-Desktop, contact Præmium today  
on 1800 702 488 to speak to your State Manager.



[www.praemium.com.au](http://www.praemium.com.au)