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The 2021 Guide to
Products and Services for
the Securities Industry



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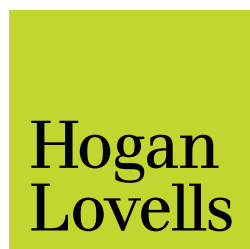
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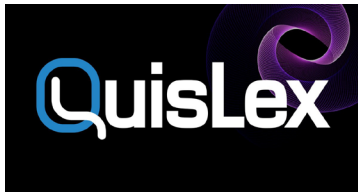
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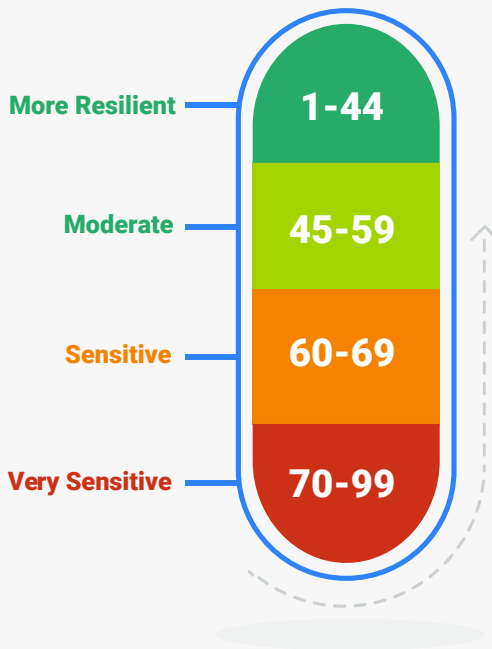
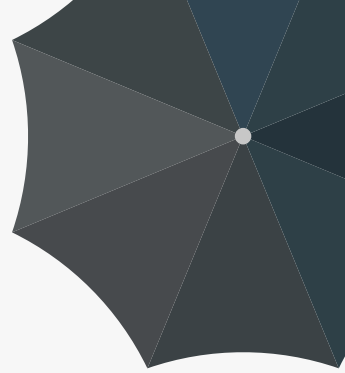
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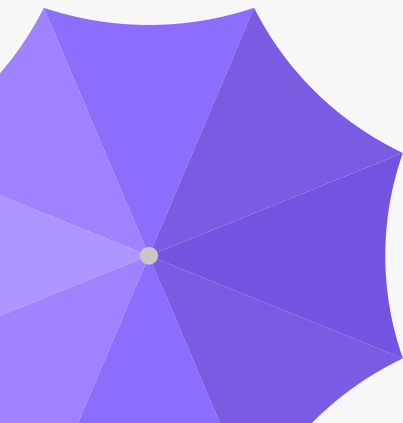


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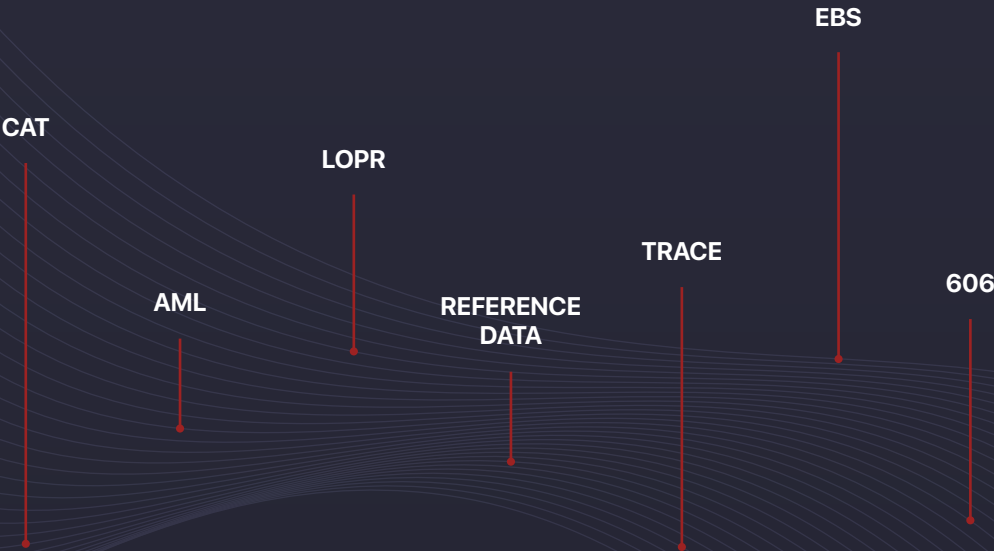
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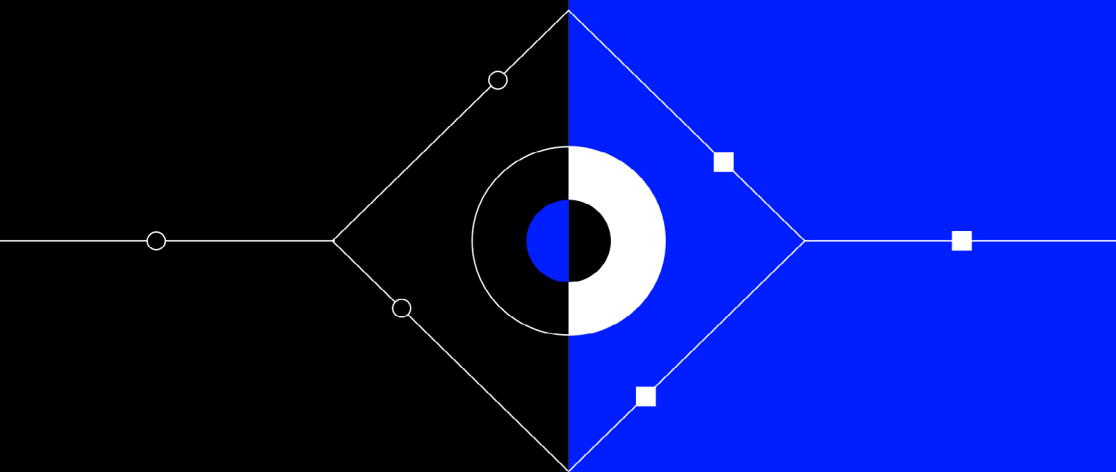
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Tegra118 is an industry leading provider of software solutions to the wealth and asset management industry with a vast network of 25+ broker-dealers, 150+ asset managers, 60+ custodians and trading interfaces. Founded in 1979, Tegra118's Unified Wealth Platform is one of few scaled wealth technology platforms providing portfolio management, trading, accounting, rebalancing and reporting for managed accounts. It also provides modular, goals-based financial planning and fee billing software for financial advisors using modern API-based open technology.

Tegra118 is a scalable, secure and stable platform providing mission-critical capabilities to the highest performing wealth and asset management firms. With \$2tn+ assets under administration (AUA)¹, its trusted platform connects the front-, middle- and back-office.

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Theta Lake provides security and compliance for modern collaboration platforms using frictionless partner integrations with Cisco Webex, Microsoft Teams, RingCentral, Slack, Zoom, and more. Using patented machine learning and NLP, Theta Lake detects risks in video, voice, chat, and document content across what is shared, shown, spoken, and typed. Those risks are surfaced in an AI-assisted, patent-pending review workspace that adds consistency, efficiency, and scale for security and compliance teams. All of this enables organizations to safely realize the full ROI of a collaboration-first workplace while reducing the cost of security and compliance.



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Transcend presents a smarter way to optimize your business. We're the only technology firm delivering true, enterprise-wide optimization of global assets, funding and liquidity – in real-time. Our innovative solution, developed with decades of industry expertise, efficiently integrates with existing infrastructure to deliver next generation capabilities – from recommending the best trading or collateral movement to connecting assets and liabilities or addressing regulatory requirements. With smarter analytics, firm-wide optimization and full automation, we help firms deliver the best opportunities for themselves and their clients, driving better results for their collateralized businesses.

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Stop searching in a haystack

Let Compliance AI find the needle for you

Meet your regulatory obligations across
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Simple. Automated. Comprehensive. Scalable.

Theta Lake's AI-based platform captures, archives, and identifies risks in collaboration video, voice, chat, document content. By highlighting privacy, cybersecurity, and regulatory risk across what is shared, spoken, and shown, Theta Lake enables compliance with FINRA and SEC regulations.

Learn more at <https://thtl.ke/sifma2021>

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Trillium is a diversified financial services firm operating two business lines: Trillium Trading, a proprietary intraday trading group, and Trillium Labs, a trading technology development group and the creator of Surveyor, a post-trade analytics and market surveillance tool designed to detect and eliminate market manipulation. Trillium is headquartered in New York City.



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Founded in 2001, Vestmark is a leading provider of portfolio management/trading solutions and outsourced services for financial institutions and their advisors, enabling them to efficiently manage and trade customized portfolios through an innovative SaaS platform. Supporting over \$1 T in assets and over 4 M accounts, Vestmark is a trusted partner to some of the largest and most respected wealth management firms.

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The journey starts with a question, and every day consumers search for answers about brands. However, they are increasingly served false or misleading information from sources other than the brand. Yext, the Search Experience Cloud company, exists to help brands regain and maintain a direct relationship with their customers. With a mission to provide perfect answers everywhere, Yext puts businesses in control of their facts online by delivering brand verified answers straight from the source — wherever their customers are searching. Companies and businesses around the world use Yext to take back control of the customer journey, starting on their own website.

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FOUNDATION



SUPPORT FINANCIAL LITERACY TODAY!

For 43 years, SIFMA Foundation has worked with the securities and banking industry to expand financial literacy and forge career pathways for youth of all backgrounds. Partnerships with hundreds of SIFMA member firms have benefitted 20 million youth, engaging them in the capital markets, including an annual 300,000 girls, 250,000 students from economically underserved communities and more than 200,000 students of color.

By supporting the nonprofit SIFMA Foundation, you will advance community impacts and build goodwill with stakeholders while exposing youth of all backgrounds to personal finance, capital markets and financial careers. SIFMA members can increase this impact, deepen community ties, and enhance the industry's reputation in Three Easy Ways:

1. **Become a Volunteer:**

Access Hundreds of Activities at InvestItForward.sifma.org

2. **Offer a Grant:**

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Get Active In Your Community!

Invest It Forward® is seeking financial professionals to volunteer virtually or in-person with schools nationwide and bring capital markets to life for youth of all backgrounds. Access hundreds of group and individual volunteer opportunities at InvestItForward.sifma.org

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