

SMARTSTREAM WINS THREE AWARDS FOR 2015 ACHIEVEMENTS



Service Provider of the Year



Best New Post-Trade Solution for the Buy Side — Centre of Excellence



Fintech Person of the Year — Philippe Chambadal, president

(Editor's Note: The profile of the Fintech Person of the Year, Philippe Chambadal, president of SmartStream, starts on Page 30.)

Q: What are the basics for your company?

A: Main headquarters: SmartStream's address is St. Helen's, 1 Undershaft, London, EC3A 8EE, United Kingdom.

Top executives: Haytham Kaddoura, CEO; Philippe Chambadal, president; Richard Bemindt, chief technology officer; Mark Roth, chief marketing officer; Christian Schiebl, executive vice president (EVP); Darryl Twiggs, EVP, product management.

Corporate mission: SmartStream is a global software and managed services provider for the financial services industry. At the heart of this success is the ability to react to client, market and regulatory changes through innovative solutions.

That is why, even in challenging market conditions, the company continues to invest more than 20 percent of its revenue into research and development.

The combination of SmartStream's Transaction Lifecycle Management (TLM) solutions, together with its unique SmartStream Reference Data Utility (RDU), creates a real-time and pre-emptive approach to reducing trade failures while also accelerating and automating trade processes.

Number of customers: 1,500.

Q: Why do you think your company has been a success?

A: SmartStream has been at the forefront of financial technology for more than 20 years and has continued to recognize the developing trends and requirements of its clients.

During this time, SmartStream has invested in its research and development in order to expand the middle- and back-office



Julian Trostinsky, pre-sales and business development director, Americas, SmartStream Technologies.

“SmartStream is unique in that it has developed a common platform, which means that customers can adopt any number of solutions and services to meet their processing needs.”

solutions and services it now provides within its Transaction Lifecycle Management suite. These solutions can now be deployed via a range of hosting options to meet different business requirements, regardless of company size or the number of users.

SmartStream continues to innovate and has established the first industry utility of its type, based on the principles of market commonality, collaboration and contribution.

After five years in development, The SmartStream Reference Data Utility was launched in 2015 in collaboration with the founding banks: JPMorgan, Morgan Stanley and Goldman Sachs, who are also clients of the utility.

Q: Why have your company's offerings been a success with customers?

A: SmartStream's solutions have become critical components for the retooling of middle- and back-office functions for its customers. This has become more prevalent in recent times with new regulatory demands, such as liquidity transparency, visibility into OTC derivatives positions, removing operational risk, or moving operations to intraday processing and reporting.

SmartStream is unique in that it has developed a common platform, which means that customers can adopt any number of solutions and services to meet their processing needs.

Furthermore, SmartStream is the only vendor with the ability to link reference data to reconciliations for enhanced processing across the enterprise.

This approach in creating, delivering and supporting a range of industry-leading solutions and deployment options delivers significant value — ensuring rapid return on investment and lower total cost of ownership. This enables customers to outperform their competition — realizing market-leading match rates in excess of 95 percent, compared to the industry average of approximately 84 percent.

Q: What is distinctive about the company's offerings recognized by the 2016 FTF News Technology Innovation Awards?

A: SmartStream has sustained its market leadership through the ability to continually innovate and collaborate in order to make a positive impact on industrywide issues. These awards are testament to the breadth of solutions and industry firsts, which are truly transforming the financial services landscape.

“In October 2015, The SmartStream Reference Data Utility was born. It is designed to help solve the endemic data quality, timeliness and coverage problems that the financial services industry has with reference data.”

Q: What was your company's biggest achievement in 2015?

A: In October 2015, The SmartStream Reference Data Utility was born. It is designed to help solve the endemic data quality, timeliness and coverage problems that the financial services industry has with reference data.

Uniquely, the RDU is a collaboration with Goldman Sachs, JPMorgan and Morgan Stanley; these three founding banks are also the first clients of the RDU.

The collaboration was formed to mutualize common market processes, incorporating each organization's best practices and individual controls, and resulting in savings and operations improvements to all capital markets firms.

The solution has already been embraced by the industry with exchanges and data providers such as Thomson Reuters, which has already announced its intention to provide data to the service.

Q: What are your goals for 2016 and beyond?

A: SmartStream is constantly in tune with the industry and is already investing in new technologies and seeking collaborative approaches, which make a positive impact on banking operations.

Customers have been able to rationalize operations in their middle and back offices by embracing SmartStream's solutions and services. SmartStream will continue to invest in the utilities model to mutualize common services and promote best practices to the industry.

With the launch of SmartLabs, SmartStream's mission is to proactively investigate and evaluate emerging and disruptive technologies, then deliver them in a fast and effective manner.

The first SmartLabs offering, TLM SmartRecs OnDemand, exemplifies this. Built on new technology, the hosted service is easy to use for smaller firms with nontechnical staff, offering an alternative for performing simple reconciliations.

Q: What more would you like to say about your company?

A: Now more than ever, SmartStream is seeing a change in the way financial services firms operate. Some would say this transformation is only made possible through the deployment of technology in addressing the issues surrounding cost constraints, new business risk models and the continuing regulatory pressures.

SmartStream has been investing in R&D for years, and only until recently it has seen a surge in tier one banks adopting these solutions and services on a large scale in order to remain competitive. These banks have come to realize that results are accelerated by partnering with technology providers (and other banks), rather than attempting to build solutions in-house — a costly and time-consuming process that has seen many projects fail before they've even gotten off the ground.

As a privately owned, London-headquartered firm providing solutions to the entire middle- and back-office operations within more than 70 of the top 100 banks since 2000, SmartStream is well-placed in understanding and addressing the business and operational demands being placed on banks today.

These awards recognize some of the major projects just from the last year, illustrating how SmartStream is transforming the landscape and is aiding collaboration like we've never seen before.★