

Matrix Expands TrueOpen Architecture Platform to Support Insurance Industry

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LAKE SUCCESS, N.Y., Aug. 20, 2012 /PRNewswire/ -- Matrix Financial Solutions, a [Broadridge Financial Solutions](#) (NYSE:BR) company and leading provider of TrueOpen Architecture retirement plan and mutual fund processing products and services for banks, broker/dealers, financial advisors and third party administrators (TPAs), today announced it will expand its financial services and processing offerings to support the insurance industry.

(Logo: <http://photos.prnewswire.com/prnh/20120319/NY72033LOGO>)

The insurance industry, with its bundled product offering, faces the same needs and challenges as Matrix's current customer base of TPAs, banks and advisors, making Matrix's entry into the insurance market a natural expansion for its proven suite of [financial services solutions](#). Matrix's open architecture platform will offer bundled providers an alternative to their traditionally closed fund options in light of new fee regulations, and flexibility for plan sponsors seeking more customized retirement options for participants. In addition, Matrix's services will also provide enhanced operational function, process automation, tools to help support their regulatory compliance needs, and expanded fund access through user-friendly and cost-effective solutions.

Matrix provides insurance companies with access to mutual fund and Exchange Traded Fund (ETF) processing through the most automated and cost-effective transaction processing available. This access will allow insurance providers the capability to achieve plan-level or Omnibus trade processing, wherein mutual funds, money markets and ETFs are all traded on a single platform.

To lead this new effort, Matrix has appointed Shaun McNeill as Assistant Vice President of Sales and Marketing. McNeill will spearhead Matrix's efforts in the insurance marketplace as it looks to build upon its initial market position.

"Insurance is an underserved market that will truly benefit from our experience and position as a trusted partner to leading financial institutions," said John Moody, President, Matrix Financial Solutions. "Our unique ability to consolidate critical back-office functions, including trust, trading and technology, while driving cost savings, expanding fund access and helping clients navigate the changing regulatory environment, allows our clients to focus on their core businesses. With Shaun's leadership and a dedicated team now serving the insurance industry, we are well-positioned to build upon our presence in this market."

Mr. McNeill brings a strong track record of success and extensive experience in both the technology and insurance space. Prior to joining Matrix, Mr. McNeill served as vice president of sales at Vertafore Corporation, where he was responsible for top line revenue generation and sales expense management. He's also led sales and marketing teams at Silverplume, USAMobility Inc. and American Fair Credit Association. In each of these positions, Mr. McNeill played a vital role in devising aggressive growth plans, driving revenue, growing sales and marketing teams, and building customer relationships.

Mr. McNeill received his B.S. in marketing from Adams State University. He has extensive training in consultative sales, personnel management and operations management.

About Matrix Financial Solutions

Matrix Financial Solutions, now part of Broadridge Financial Solutions, Inc., is a leading provider of *TrueOpen*TM retirement products and services for third party administrators, financial advisors, banks and other financial professionals. Matrix serves more than 300 financial institutions with over \$145 billion in customer assets processed through its trading platform. For more information about Matrix please visit www.matrixfinancialsolutions.com.

About Broadridge

Broadridge is a technology services company focused on global capital markets. Broadridge is the market leader enabling secure and accurate processing of information for communications and securities transactions among issuers, investors and financial intermediaries. Broadridge builds the infrastructure that underpins proxy services for over 90% of public companies and mutual funds in North America; processes more than \$4.5 trillion in fixed income and equity trades per day; and saves companies billions annually through its technology solutions. For more information about Broadridge please visit www.broadridge.com.

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