

Broadridge Asset Management Solutions Enhances Next-Generation Visual Analytics with Tableau Partnership

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NEW YORK, Nov. 15, 2018 /PRNewswire/ -- [Broadridge Financial Solutions, Inc.](#) (NYSE:BR), a global Fintech leader and recent addition to the S&P 500® Index, today announced a strategic partnership with Tableau Software, delivering enhanced analytics and visualization capabilities to Broadridge's investment management clients. Clients will have seamless integration between the Broadridge Investment Management Data Warehouse and Tableau to provide self-service access to individualized analytics, customizable digital reports and interactive dashboards.

Tableau's commitment to developing the broadest and deepest analytics platform gives Broadridge clients access to emerging technologies with capabilities like smart data recommendations powered by machine learning, and natural language processing, which enables a more natural, conversational way to ask questions and gain insights from data.

By integrating Broadridge's industry-leading solutions with Tableau, Broadridge clients can easily explore trading and portfolio data, while intuitive, visual analytics enables them to seamlessly showcase their findings and empower more people with data-driven results.

"Actionable data is at the forefront of everything today. Data aggregation and normalization is a constant pain point for the industry and getting it right for our buy-side clients is one of Broadridge's competitive advantages," said Eric Bernstein, Broadridge's head of asset management solutions. "Tableau's visual analytics platform, combined with our best-in-suite software, will provide insights and analytics into trading, portfolio and operations data at the speed of thought."

"As an organization's needs rapidly evolve, the effective use of data is more critical than ever to ensuring success," said Kim Minor, Financial Services Market Director at Tableau. "We're thrilled to see Broadridge take advantage of Tableau's open, flexible platform with the creation of this new offering that will help customers gain a competitive advantage with data. This is a powerful example of how embedded analytics can help deliver unique, mission-critical insights to customers quickly and easily."

Tableau's visual analytics capabilities are available immediately for existing and prospective Broadridge investment management clients, including hedge funds, hedge fund administrators, asset managers, banks and prime brokers.

About Broadridge

Broadridge Financial Solutions, Inc. (NYSE: BR) a \$4 billion global Fintech leader and a part of the S&P 500® Index, is a leading provider of investor communications and technology-driven solutions to banks, broker-dealers, asset managers and corporate issuers globally. Broadridge's investor communications, securities processing and managed services solutions help clients reduce their capital investments in operations infrastructure, allowing them to increase their focus on core business activities. With over 50 years of experience, Broadridge's infrastructure underpins proxy voting services for over 50 percent of public companies and mutual funds globally, and processes on average more than US \$5 trillion in fixed income and equity trades per day. Broadridge employs over 10,000 full-time associates in 18 countries.

For more information about Broadridge, please visit www.broadridge.com

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