



ZEDAK PRIME™

Prime is a complete, powerful, Web-based solution designed to simplify manager searches, product research, and client presentations. Prime enhances broker productivity and turns transactional brokers into asset-gatherers by collecting investment information from a central data source and automating branded, custom, polished presentations.

Investment Selection

- See an immediate view of investments or browse in quick start.
- Narrow the display with simple search bar.
- Clip selections to screen while applying new keywords.
- Tag groups for easy retrieval.
- Add statistical performance filters.
- Create a visual build of presentation candidates.

Comparison & Research

- Graph performance against benchmarks or compare multiple investments from quick-start.
- Display your choice of comprehensive performance analytics.
- Customize display with column-heading sorts and selected statistics.
- Add performance limits at statistical columns.
- Display investment highlights and graphs.
- Use profiles and reports for in depth research.

Blends & Presentations

- Display published reports, profiles, and performance analytics from quick-start.
- Create branded, board-quality presentations in ten minutes.
- Meet legal and compliance requirements with automated presentations and process feeds.
- Build, review, and refine investment blends.
- Preview presentation exhibits in browser.
- Modify investments and exhibits before publishing.
- Publish in PDF, Word, or PowerPoint format.

Integration

Once automatically authenticated, brokers instantly access the following from Prime's **Web Service Interface**:

- Your centralized database of products, indices, and universes.
- Clients and prospects.
- Interactive support community.
- Feature entitlements.
- Commission splits.
- Document archive.
- Dynamic data sources.
- On-demand document production.

Flexible Deployment

Hosted

- Nothing to install.
- Secured in a 24/7 manned data center environment.
- Standalone web application or seamless integration with your other applications.
- Single-point accountability for support, installation, and roll out.

Appliance

- Runs on a dedicated hardware appliance behind your firewall.
- Easy to deploy, simple to manage, reliable, responsive.

Custom On-site

- Software-only solution.
- Requires dedicated technical resources.
- Advanced integration and customization.