

# FINCAD<sup>®</sup>

## Alliance Program

WWW.FINCAD.COM

### Benefits:

- Accelerate your time to market
- Reduce your total cost of ownership
- Gain access to one of the broadest cross-asset class analytics library
- Enable your salesforce and developers to address your customer needs
- Select your level of involvement with flexible partnership tiers



*"FINCAD derivatives pricing expertise perfectly complements SimCorp Dimension, allowing us to offer our customers access to timely, accurate and proven pricing for credit and other more complex derivatives seamlessly from their existing SimCorp Dimension solutions."*

**Søren G.A. Pedersen,**  
VP, Partner Development  
SimCorp

## Partner with a leading analytics provider

In today's volatile market and regulatory environment, there is record demand for better risk management, independent valuations, and increased transparency.

Capitalize on the market need and increase your revenue by partnering with FINCAD. The FINCAD Alliance Program provides everything you need to build, market, sell and support your solutions based on FINCAD's industry standard analytics.

The FINCAD Alliance Program serves over 70 technology and service companies that develop investment management, trading, risk management and treasury management systems, or provide valuation services.

### Program Features

#### Sales & Marketing Support

By partnering with FINCAD, you will have access to resources which can be leveraged to help you promote and sell your solution or service to customers and prospects. Engage in joint marketing activities with FINCAD such as press releases, case studies and webinars, as a way to generate demand for your solution or service.

#### Product Support

With an annual support subscription, you can make use of FINCAD's dedicated Client Services team to help resolve product issues experienced by you, your team, or your customers.

#### Development Support

FINCAD supports you at every stage of your solution delivery lifecycle from product concept to general availability. FINCAD's Product Management team also welcomes your suggestions for improvements to its solutions.

#### Professional Services

FINCAD can provide services to extend its solutions to meet your needs – from custom development to training. Services are provided on a fee basis.

*see reverse >*

# FINCAD Alliance Program *continued*

*“Quick and accurate price and risk assessment tools are essential for a firm trading OTC derivatives. The integration with FINCAD enables us to offer a simplified workflow for accessing critical OTC and derivatives valuation tools. We are committed to lowering our clients’ trading costs and increasing their productivity. Adding FINCAD’s industry leading tools is another way we are delivering on that commitment.”*

**Rob Keller, CFA,**  
Managing Director,  
Global Product Management,  
ConvergEx’s Eze Castle Software

## More Information

To find out more about how you can leverage FINCAD’s solutions and expertise, contact us today.

Email: [partners@fincad.com](mailto:partners@fincad.com)  
Tel: +1.604.957.1200  
Toll-free: 1.800.304.0702 (USA/Canada only)

## Partner Types

### Embedded Partner

Your company embeds, or integrates, FINCAD’s analytics library into your product(s) as an integral component of your offering to create a more complete solution for your market.

### Solution Partner

Your company complements FINCAD technology with add-on functionality, offering the market broad and flexible solutions.

### Service Partner

Your company delivers consulting, implementation, training or other services necessary to ensure successful implementation of FINCAD solutions, often as part of a larger project or system.

### Distribution Partner

Your company markets, sells and supports FINCAD solutions, typically in named geographic regions.

## Why Partner With Fincad

### Industry Leadership

FINCAD’s industry standard financial analytics are used and trusted by over 35,000 professionals in more than 80 countries. Leverage our expertise in derivatives analytics to enhance the credibility of your solution.

### Product Excellence

FINCAD products are built to open standards with comprehensive documentation of interfaces and analytic methods, enabling you to accelerate your time to market, lower your technology risk, and increase the transparency of your solutions.

### Corporate Stability

FINCAD has been setting the standard for financial analytics since 1990. Throughout that time, we have remained focused on delivering value to customers through product and service excellence.

The logo for FINCAD, featuring the word "FINCAD" in a bold, sans-serif font. The "I" is red, and the "N" is blue. A registered trademark symbol (®) is located to the upper right of the "D".