



## Broker Trak Broker Relationship Manager

**Broker Trak (BT)** helps buy-side firms manage the details of their broker relationships, including services received and meetings arranged, to improve the quality of broker reviews.

Over 600 brokers use Cogent's technology to privately list the one-on-ones, research and other services specifically provided to members of your firm. Broker Trak focuses on those interactions you want to track, not what brokers typically send in hard-to-compare sales reports. This one-way feed supports your broker review process, using Research Trak, Research Trak Lite, or Hedge Trak.

Flexibility sets **Broker Trak** apart. Cogent Consulting, a member of ConvergEx Group, supports your trade management oversight committee (TMOC) by tracking the exact details of what services each broker provides and the value-added services (such as one-on-ones) that they have organized for your firm.

### FEATURES

**Broker Trak** manages the collection of meetings, one-on-ones, conferences, recommendations, and other value-added information provided by your brokers. This information is collected via a browser-based entry system and consolidated for reporting to client's TMOC, compliance department, senior management and/or investment staff.

**Broker Trak** can be hosted at your firm or by Cogent for rapid roll-out.

The **Broker Entry Process** lets brokers:

- Focus on improving their service to you based on the guidance of your BT-defined interactions; including research reports, one-on-ones, recommendations, conferences, meetings with management, company visits, etc. You determine what's important to track.
- Market themselves to you, but in a way that best fits your needs.
- Maintain a list of the analysts, sales people, regions, sectors and even symbols that each analyst covers.
- Upload strategic and tactical information about the firm for viewing on-line and/or during broker votes (see Research Trak).
- Build a list of the unique services that the broker provides to buy-side firms in general and to your firm in particular.

The **Buy-side Reporting Process** gives buy-side firms:

- Summaries by broker, analyst, interaction type, date, sector and company.
- Detail by your firm's point of contact whether it be portfolio managers, analysts or other investment personnel.
- Responsiveness metrics to use in votes.
- The tools to highlight broker performance.

### BENEFITS

- Replaces broker-supplied sales reports that cannot be compared to one another with a standard set of reports across brokers focusing on what's important to you.
- Formal web-based, broker-initiated relationship reporting supports the trade management oversight committee in making better commission allocation decisions.
- Documenting the services received from broker-dealers may be required by regulators in both the United States as well as the United Kingdom.
- Customized broker reports that show which brokers have provided the greatest service to the firm, assisting asset managers with the valuation of the research they receive.
- More efficient tracking and documentation of research providers.
- Full logistics, reminders, and follow-ups are handled automatically, easing the workload on the administrator and the efficiency of the collection of information from one's brokers.
- Better investigational tools to assist management in reviewing the details behind the commission allocation decisions being made.
- Flexible reporting package, at both summary and detail levels, sortable by a wide range of categories.

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## **About ConvergeX**

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