

A module of **CrossWise**

# I-DEAL

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Dealing & execution made easy

**THE FUTURE  
IS YOU**



**SOCIÉTÉ GÉNÉRALE**  
Securities Services

# SOCIETE GENERALE SECURITIES SERVICES HELPS YOU MEET YOUR CHALLENGES

The complexity of **liquidity access** in the markets, the **pressure of** both operational and transaction **costs** as well as **ever-changing financial regulations** are becoming increasingly burdensome for buy-side companies.

To help you meet these challenges, SGSS has created **I-DEAL: a customisable dealing and execution outsourcing solution** to optimise costs, mitigate operational risk and facilitate middle office operations.

Fully compliant with regulatory requirements, **I-DEAL covers the entire trading value chain** and provides **complete reporting** throughout.

## FOCUS ON YOUR CORE BUSINESS



By delegating your dealing and execution operations via I-DEAL, you will be able to **strategically reallocate resources previously assigned to these tasks** to focus on what really matters: generating financial performance for your clients.

## BENEFIT FROM AN EXTENSIVE MARKET COVERAGE



**Instruments:** equities and other listed products, fixed incomes and assimilated instruments, ETFs / ETCs, structured products (secondary market), futures and listed options, fund units, OTC derivatives, FOREX



**Countries:** world-wide coverage through your counterparties of choice



**Markets:** all markets (regulated markets, multilateral trading facilities, dark pools), including primary market and OTC deals

# I-DEAL - A COMPREHENSIVE DEALING & EXECUTION OUTSOURCING SOLUTION

Thanks to its **STP<sup>1</sup> model** and **open architecture**, I-DEAL easily fits into your middle and back office operational chain.

I-DEAL handles all your operational and technical tasks according to your parameters of choice, including asset classes selection as well as broker and counterparty selection and allocation.

### 01

#### ORDER PROCESSING



- **Dedicated dealing team**
- **Order reception and transmission to market counterparties**
- **Systems and operational tasks** (PMS<sup>2</sup>, OMS<sup>3</sup>, EMS<sup>4</sup>, datamart, algorithms)

### 02

#### ACTIVITY MONITORING



- **Real-time order monitoring:** secured online platform to input and monitor deals, with customisable dashboards
- **Counterparty reviews and performance monitoring:** brokers ranking analysis and brokers review supports

### 03

#### REPORTING



- **Regulatory, management and client reporting** (white labelling), **operation details and audit trails**
- **Best Execution reports:** TCA<sup>5</sup>, Best Execution reports on equities, RFQ<sup>6</sup> on fixed incomes

### 04

#### POST-TRADE SUPPORT



- **Broker matching**
- **Standing Settlement Instructions (SSI) enrichment** (SWIFT)

(1) Straight Through Processing (2) Portfolio Management System (3) Order Management System (4) Execution Management System (5) Transaction Cost Analysis (6) Request for Quotes

# A SEAMLESS DAILY PROCESS

SGSS' dealing team handles sales trading on your behalf on **high touch orders**, and monitors the efficiency of **STP trading for low touch orders** via its dedicated digital tools.



(1) Multilateral trading facilities

## CHOOSE THE REPRESENTATION MODEL THAT BEST SUITS YOUR NEEDS

### 01 I-DEAL ACTS EITHER AS AGENT OR AS PRINCIPAL, DEPENDING ON YOUR NEEDS

- I-DEAL is **the only outsourced dealing desk in the market** allowing you to choose the representation model best suiting your needs: **as agent or as secure principal**.
- Either way, all your **operations are executed by SGSS with market counterparties**, both for market execution and delivery versus payment.
- Our offer is hosted by a subsidiary of Societe Generale, with a **strict segregation** (Governance and IT) **from investment banking activities**.

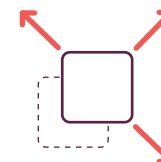
### 2.1 AS AGENT, I-DEAL IS BROKER NEUTRAL

- SGSS **acts transparently** in your name and on your behalf.
- **You remain visible in the market.**
- I-DEAL acts as a **shared services center** and **you maintain a direct link with your market counterparties and brokers**, both for execution and research.

### 2.2 AS PRINCIPAL, I-DEAL LENDS YOU WEIGHT IN THE MARKET

- SGSS **acts on your behalf but in its own name**. Your operations are carried out by SGSS according to your instructions but orders are placed with counterparties and brokers in SGSS' name.
- This representation model may be particularly suitable for smaller buy-side companies which could **benefit from Societe Generale's weight in the market**.

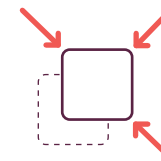
### 03 I-DEAL ALLOWS YOU TO CHOOSE YOUR SELECTION POLICY DEPENDING ON YOUR REPRESENTATION MODEL



#### OPEN ORGANISATION (agency representation)

As a client, you provide us **with your own broker list**. SGSS adapts its processes to **your selection and allocation policies**.

OR



#### CLOSED ORGANISATION (principal representation)

Your **selection policy is adapted to our selection of counterparties**: 90+ counterparties available<sup>2</sup>.

(2) Source: SGSS internal sources dated Q2 2020





# SIX REASONS TO CHOOSE I-DEAL BY SOCIETE GENERALE SECURITIES SERVICES

Cover the entire value chain, from order reception to middle office support services, across all market places and all asset classes.

Choose your representation model and keep control of your dealing and execution, by selecting your own market counterparties or by using our existing list of brokers.

Capitalise on a robust and experienced team, 15 plus-year experience in dealing and execution outsourcing, with extensive market coverage.

01

02

03

04

05

06

Benefit from **SGSS' full STP** to optimise your daily operations and mitigate risks.

**Optimise costs** by :

- Turning fixed costs into variable costs,
- Increasing execution performance,
- Reducing operational risks.

Get advanced reports to monitor **Best Execution** as well as to challenge and benchmark brokers' performance.

# SGSS IS SOCIETE GENERALE'S BUSINESS UNIT DEDICATED TO SECURITIES SERVICES

Established in 22 locations worldwide with 4,000 employees\*, SGSS provides a full range of securities services that are adapted to the latest financial markets and regulatory trends: clearing services, custody and trustee services, retail custody services, liquidity management, fund administration and asset servicing, fund distribution and global issuer services.

SGSS ranks among the top ten global custodians and among the top two European custodians with EUR 4,238 billion of assets under custody\*. SGSS provides custody and trustee services for 3,266 funds\* and the valuation of 4,240 funds\*, representing assets under administration of EUR 599 billion\*. SGSS ranks among the European leaders in stock option management.

\*Sources: SGSS internal report and SGSS quarterly benchmark on assets under custody. Data as of 30.06.2020

## CONTACT US

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### SOCIETE GENERALE

SOCIETE ANONYME WITH A SHARE CAPITAL OF EUR 1,066,714,367.50 AS OF AUGUST 1ST, 2019.

PARIS TRADE REGISTER NO. 552 120 222

SIRET NO.: 552 120 222 00013

APE NO.: 651C

REGISTERED OFFICE: 29 BOULEVARD HAUSSMANN 75009 PARIS



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Securities Services

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