AMITY Software

AMITY ∝LPHA
Asset Management System

INTUITIVE AND PREDICTIVE

Process driven workflow enabling informed decision making

CUSTOMER DELIGHT

Smooth onboarding, Quick access to asset performance and Faster complaint resolution assuring enhanced experience

DYNAMIC DASHBOARD

Comprehensive single view dashboards with role based access

SECURE

Data validation through stringent checks and balances

ACCURACY

Portfolio and NAV calculations based on real time information and analysis

CMMI DEV | ML 5 APPRAISED
Appraisal # 63344 | Exp. Feb 28, 2026

SAP Partner

International Organization for Standardization ISO 20000

Information Security Management ISO 27001 Certified

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AMITY Asset Management System

The Need

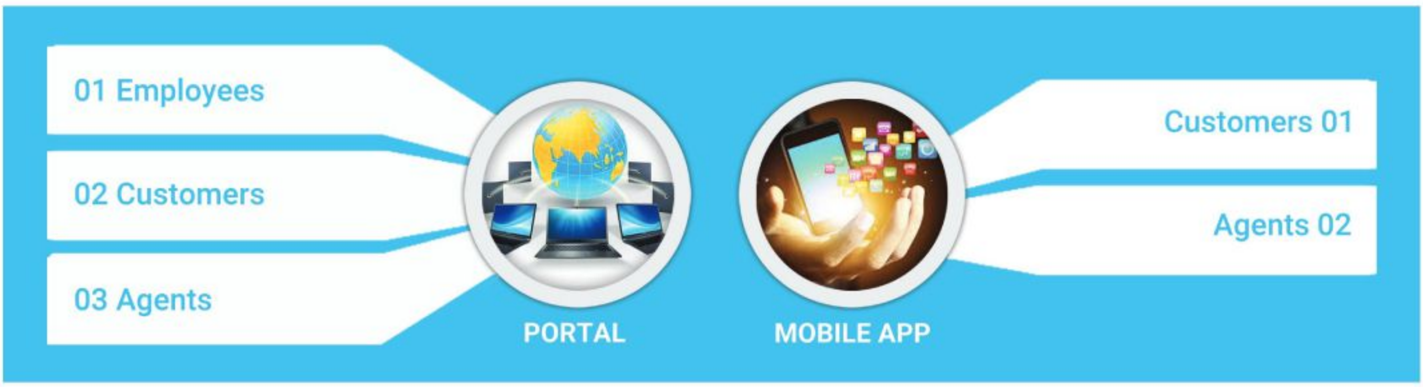
High risks and uncertainties that beset the financial markets also necessitate that while managing diverse funds of customers across multiple asset classes, asset management firms are able to take informed decisions that consider complexities. Consequently, the firms require efficient data and information integrated and on a real-time basis complemented with an effective analytics for accurate decisions across stakeholders in the firm.

Properly aligned and automated processes can equip asset management firms so they may organize the investment risks involved and keep customers more informed and secure. Efficient resource management can further help optimize and enhance productivity of individuals, saving both time and costs.

This mandates the need for an asset management solution that can simplify and strengthen all integral functions and boost overall performance and productivity of the asset management firms.

What is Amity's Asset Management System?

Amity's Asset Management is a comprehensive ERP solution for Asset Management firms that identifies and mitigates the risks involved in asset management, enabling customers to maintain a more diversified investment portfolio. Designed to automate and streamline the work flow of the company, the system boosts efficiency. It automates the complete process across the life cycle and at each stakeholder, addressing all business, customer and intermediary's needs.



** Samples of menus for indicative purposes*

Process Overview

Lead Generation

- Facility for prospective customers to enter their details.
- Interface queries .
- Agent creation and maintenance for contacting leads.
- Follow up on application.
- Multi - modal option for communicator.

Client Onboarding

At Company:

- All products displayed on the website allowing user to choose.
- KYC documents capture of the client.
- A multi-step document, deposit and fund approval process.

By Agents:

- Automatic agent client mapping and agent's commission calculation.
- Agent switching option available in the middle of the month.

Back office

- Application form for clients.
- Fund allocation to clients.
- Daily valuations of shares & bonds, and daily currency feed for multi-currency solutions for clients.
- Client portfolio top up, redemption and switch request approvals

Trade Process

- Managing purchase and sale of units by clients.
- Financial postings on transaction confirmation.
- Calculation of daily transaction prices of purchases, redemptions, and switches.
- Creation and liquidation reports generation for the company.

Portfolio Calculations

- Client portfolio modeling to keep holdings within specified investment policies and guidelines.
- Daily portfolio calculation for independent clients .
- Data upload feature for NAV calculation and investment tracking.

Risk and Compliance

- Approval process for all transactions.
- Client classification into Low, Medium and High-risk clients by computing Anti-money laundering risks and AML matrix.
- Fixed risk threshold and risk profiling for each client based on their investment experience and habits.
- Investment % for every client set as per portfolio & preferences.
- Computing financial resources requirement and master data management.
- Suspicious transaction activities and audit trails recording.

Complaints Log

- An interface for complaint registration and viewing.
- Email notification to the client.
- Timeline setup for each type of complaint.
- Complaint selection, Complaint feedback and confirmation by process owner assigned.
- Resolved complaints sent to the Risk Department for approval.
- Post-approval, notification sent to a client.
- Client feedback on resolved complaints and graphical comparison options available.

Key Benefits

- Efficient and transparent information management.
- Risk aversion in decision making
- Enhanced performance and informed risk management.
- Improved service levels through ERP.
- More diversification investment options provided to customers.
- Custom-built to incorporate client preferences.
- Cost reduction through enhanced resource management.
- Powerful analytics.

About Amity

Amity Software was founded with a focus to provide technology driven solutions in line with industry best practices. Pioneers in providing Software & Smart Card technology based products and solutions, Amity's solutions are tailored to meet the specific requirements and in use across a wide range of industries including Insurance, Sugar, Steel, Cement, Agriculture, Retail, Health, etc.

We are SAP implementation partners for India and East Africa. Our expertise and experience is specially geared for the end-to-end execution of projects, from Conceptualization, Design, Solution Architecture, Process Re-engineering, Development, through till Installation, Testing and Commissioning. Our project execution methodology is backed by matured processes and secured work methods, as is evidenced in our CMMI Level 5, ISO 27001 and ISO 20000 certifications.

At the leading edge of System Integration Technologies, our success hinges on our unparalleled domain expertise spanning diverse industry verticals, in each of which we have designed and implemented path breaking, first-of-their-kind, mission-critical solutions. Amity enjoys a reputation for developing innovative turnkey customized solutions, delivered on time and within budget. Testimony to this lies in close to 100% of our customers, from across user segments, industry verticals and geographies, entrusting us with ongoing and repeat business.

Our management team draws technocrats with experience across a wide cross section of industries. A customer centric enterprise, the employee comprises of software engineers, R&D engineers, SAP consultants and technology specialists, have helped us deliver to our customers the best cost-performance advantage.

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