



## Canopy Analytics

- Introduction to Strategies
- Creating Customized Strategies

# Canopy Solution Overview

Canopy is an end to end data acquisition, analytics and visualization solution

We are obsessed with increasing revenue for our Wealth Manager customers.

We believe ALL 4 of these components are essential to increasing traction / revenue.

To the best of our knowledge

- We are the only company that is able to offer all 4 components
- None of our competitors is able to use PDFs as a data source)



do ANY kind of Visualization



by processing data in ANY format (including PDF)

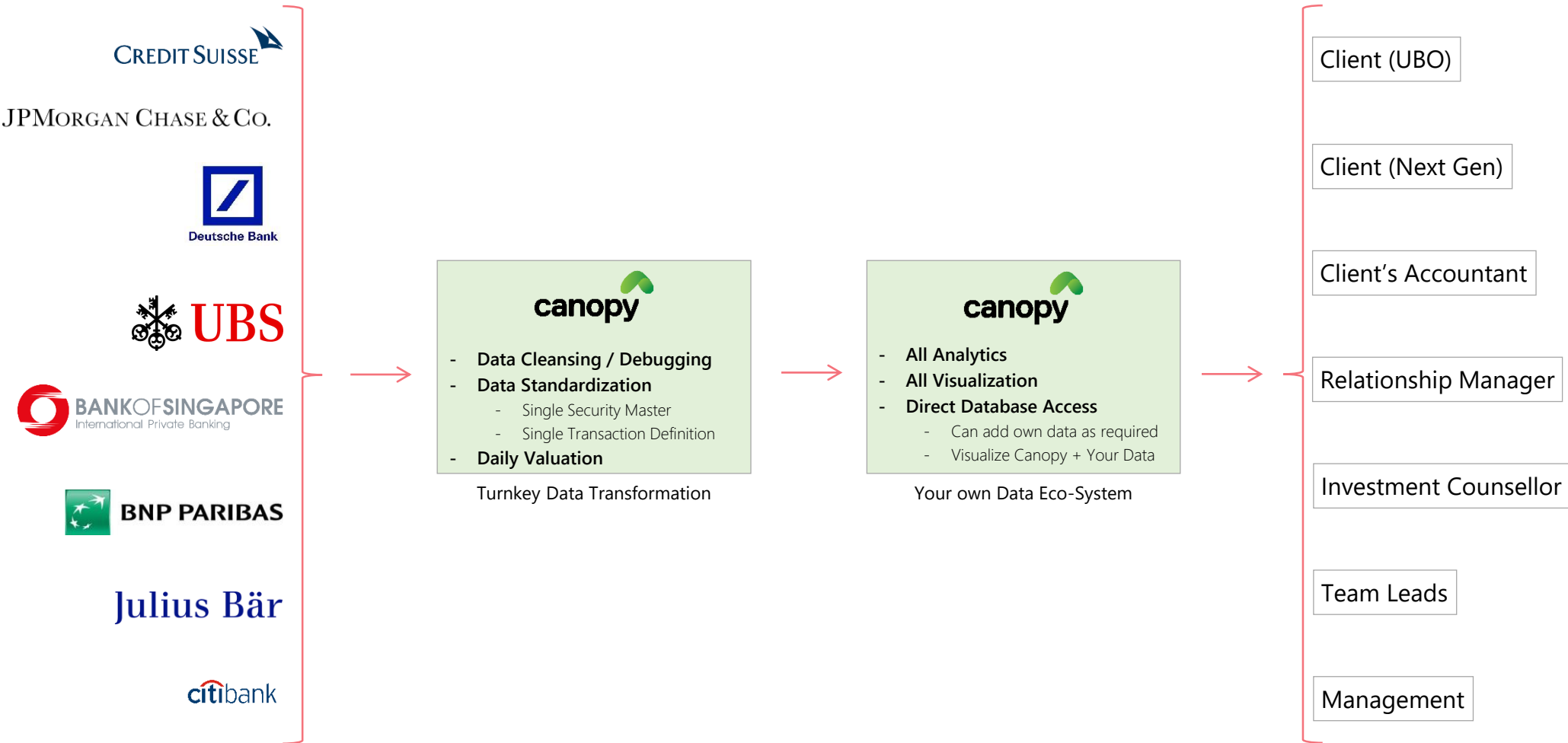


on ANY kind of Analytics

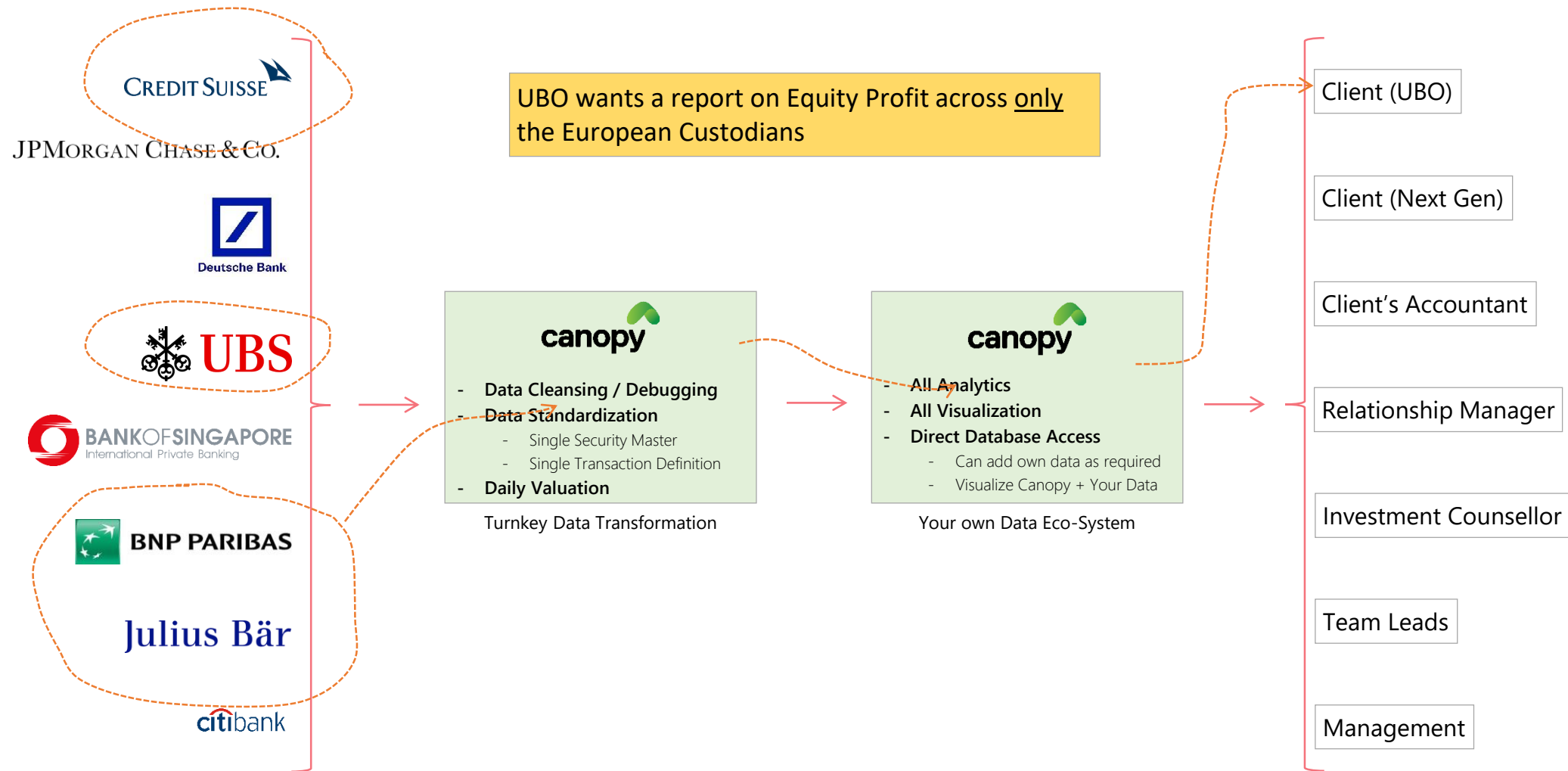


from ANY custodian

# Canopy Data Process



# Where do Strategies fit in?



# Where do Strategies fit in?

Next Gen wants your ESG analysis on the entire portfolio delivered to her iPhone 10

CREDIT SUISSE

JPMORGAN CHASE & CO.



Julius Bär



**canopy**

- Data Cleansing / Debugging
- Data Standardization
  - Single Security Master
  - Single Transaction Definition
- Daily Valuation

Turnkey Data Transformation

**canopy**

- All Analytics
- All Visualization
- Direct Database Access
  - Can add own data as required
  - Visualize Canopy + Your Data

Your own Data Eco-System

Your ESG scores for each investment

Client (UBO)

Client (Next Gen)

Client's Accountant

Relationship Manager

Investment Counsellor

Team Leads

Management

How does Canopy Arrange Data



# Everything is a Transaction

parent_username text	child_username text	ticketref text	traded_on date	settled_on date	ticker text	quantity numeric	price double precision	trade_type text	security_name text
canopy_demo	demo_fixed_income	DEMO1-010313	2014-11-10	2014-11-10	LoanR...	-111876.87		Loan Drawd...	LoanRef_sg19546...
canopy_demo	demo_equity_managed	DEMO1-012574	2013-12-31	2013-12-31	LU063...	288.0	1053.39	Buy	Cs Nova Lux Glb ...
canopy_demo	demo_fixed_income	DAT-249719	2017-06-13	2017-06-15	US690...	-2000.0	102.54	Sell	OVERSEA-CHINES...
canopy_demo	demo_fixed_income	DEMO1-001581	2014-01-01	2014-01-01	USY71...	3000.0	91.8175	Buy	PERTAMINA PERS...
canopy_demo	demo_fixed_income	DEMO1-001359	2014-04-15	2014-04-17	XS082...	-2500.0	100.6	Sell	EX-IM BK INDIA/L...
canopy_demo	demo_equity_managed	DEMO1-012134	2014-01-15	2014-01-17	KRFT_US	1600.0	54.332	Buy	Kraft Foods Grou...
canopy_demo	canopy_demo332-pvtc-01	DAT-136889	2016-07-29	2016-07-29	FF193...	250.0	1000	Buy	Asia Private Equit...
canopy_demo	demo_equity_managed	DAT-252515	2017-09-20	2017-09-22	BAS_GR	1000.0	88.08	Buy	BASF SE
canopy_demo	demo_equity_managed	DAT-252495	2017-07-24	2017-07-26	VOW_...	1000.0	137.565	Buy	VOLKSWAGEN AG
canopy_demo	demo_fixed_income	DEMO1-001415	2014-03-24	2014-03-26	XS091...	-4000.0	96.4	Sell	LUKOIL INTL FIN...
canopy_demo	demo_fixed_income	DEMO1-001413	2014-01-27	2014-01-29	USY71...	-3000.0	91.9	Sell	PERTAMINA PERS...
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canopy_demo	demo_fixed_income	TRX-000066283	2018-10-12	2018-10-12	SG6TD...	-2500	99.3824	Sell	SABANA SUKUK P...
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canopy_demo	demo_fixed_income	DEMO1-001547	2014-01-01	2014-01-01	XS074...	3000.0	104.7401	Buy	WISEYEAR HOLDI...
canopy_demo	demo_equity_managed	DEMO1-012161	2014-02-17	2014-02-20	AEP_US	1700.0	49.8591	Buy	AMERICAN ELECT...
canopy_demo	demo_equity_managed	DAT-252422	2017-06-05	2017-06-07	2474_TT	2000.0	339	Buy	CATCHER TECHN...
canopy_demo	demo_fixed_income	DEMO1-001577	2014-01-01	2014-01-01	XS099...	3000.0	99.6697	Buy	ING BANK NV
canopy_demo	canopy_demo-jpbe-01	TRX-000012046	2015-02-23	2015-02-23	JPM_DI...	0.0	0	Buy	PEG DIGITAL GR...
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canopy_demo	demo_equity_managed	DEMO1-020010	2015-03-23	2015-03-25	T_US	3100.0	33.4261	Buy	AT&T INC
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## Trade Types

Buy  
Sell

Distribution  
Contribution  
Reinvestment

Loan Drawdown  
Loan Repay  
Loan Cost

Money In  
Money Out

MiscIncome  
MiscExpense

SpotFX In  
SpotFX Out

Deposit Create  
Deposit Repay  
Interest

TransferFOP In  
TransferFOP Out  
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Credit Suisse Privat...  
DBS Singapore

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canopy_demo	demo_equity_managed	DAT-252509	2017-08-07	2017-08-09	DAXEX...	3000.0	106.604	Buy	SHARES CORE D...
canopy_demo	demo_equity_managed	DEMO1-012155	2014-02-12	2014-02-14	BATS_...	1800.0	30.0138222222222	Buy	BRITISH AMERICA...
canopy_demo	demo_equity_managed	DAT-252512	2017-08-07	2017-08-09	MSE_FP	3000.0	34.875	Buy	lyx Etf Eurostox...
canopy_demo	demo_fixed_income	DAT-092929	2016-07-22	2016-07-26	LoanR...	-540051.96		Loan Drawd...	LoanRef_demo_fi...
canopy_demo	canopy_demo332-pvtc-01	DAT-136891	2016-07-29	2016-07-29	EQ253...	-250000.0	0	Sell	Asia Private Equit...
canopy_demo	demo_equity_managed	DEMO1-012586	2013-12-31	2013-12-31	BMW_...	750.0	85.22	Buy	BAYERISCHE MO...
canopy_demo	demo_fixed_income	DEMO1-001420	2014-04-08	2014-04-10	XS096...	-3000.0	110.6	Sell	FUKOKU MUTUA...

Trade Types

- Buy
- Sell
- Distribution
- Contribution
- Reinvestment
- Loan Drawdown
- Loan Repay
- Loan Cost
- Money In
- Money Out
- MiscIncome
- MiscExpense
- SpotFX In
- SpotFX Out
- Deposit Create
- Deposit Repay
- Interest
- TransferFOP In
- TransferFOP Out
- TransferFOP Loan Create
- TransferFOP Loan Repay
- TransferFOP Deposit Create
- TransferFOP Deposit Repay

# Strategy Example 1

- All Transactions of a particular user

```
{  
  "include_parent_username" : "canopy_demo",  
  "base_ccy" : "USD"  
}
```

# Strategy Example 2

- All Transactions of a group of users

```
{  
  "include_parent_username" : ["canopy_demo", "falcon_123"],  
  "base_ccy" : "EUR"  
}
```

# Strategy Example 3

- All Transactions of a user for a particular asset class

```
{  
  "include parent_username" : "canopy_demo",  
  "include user_asset_class" : "Equity",  
  "base_ccy" : "USD"  
}
```

# Strategy Example 4

- All Transactions of a user for a particular asset class and geography

```
{  
  "include parent_username" : "canopy_demo",  
  "include user_asset_class" : "Equity",  
  "include user_geography" : "US"  
  "base_ccy" : "USD"  
}
```

# Strategy Example 5

- All Transactions of a user for a particular ticker

```
{  
  "include parent_username" : "canopy_demo",  
  "include ticker" : "BABA_US"  
  "base_ccy" : "USD"  
}
```

# Strategy Example 6

- All Transactions of a user for a particular group of tickers

```
{  
  "include parent_username" : "canopy_demo",  
  "include ticker" : ["BABA_US", "AMZN_US", "FDX_US"],  
  "base_ccy" : "USD"  
}
```



# Strategy Example 7

- All Transactions of a user for a given asset class but excluding a particular geography

```
{  
  "include parent_username" : "canopy_demo",  
  "include user_asset_class" : "Equity",  
  "exclude user_geography" : "US",  
  "base_ccy" : "USD"  
}
```

# Strategy Example 8

- Any set of related transactions

- e.g. for an Accumulator Note, the Purchase of the Note, it's Expiry, Delivery of Underlying Shares and eventual sale of those Underlying Shares

parent_username text	child_username text	ticketref text	traded_on date	settled_on date	ticker text	quantity numeric	price double precision	trade_type text	security_name text	custodian_name text	
canopy_demo	demo_fixed_income	DEMO1-010313	2014-11-10	2014-11-10	LoanR...	-111876.87		1	Loan Drawd...	LoanRef_sg19546...	DBS Singapore
canopy_demo	demo_equity_managed	DEMO1-012574	2013-12-31	2013-12-31	LU063...	288.0	1053.39	Buy	Cs Nova Lux Glb ...	Credit Suisse Privat...	
canopy_demo	demo_fixed_income	DAT-249719	2017-06-13	2017-06-15	US690...	-2000.0	102.54	Sell	OVERSEA-CHINES...	DBS Singapore	
canopy_demo	demo_fixed_income	DEMO1-001581	2014-01-01	2014-01-01	USY71...	3000.0	91.8176	Buy	DEBTAMINA DEBS	DBS Singapore	
canopy_demo	demo_fixed_income	DEMO1-001359	2014-04-15								
canopy_demo	demo_equity_managed	DEMO1-012134	2014-01-15								
canopy_demo	canopy_demo332-pvtc-01	DAT-136889	2016-07-29								
canopy_demo	demo_equity_managed	DAT-252515	2017-09-20								
canopy_demo	demo_equity_managed	DAT-252495	2017-07-24								
canopy_demo	demo_fixed_income	DEMO1-001415	2014-03-24								
canopy_demo	demo_fixed_income	DEMO1-001413	2014-01-27								
canopy_demo	demo_equity_managed	DEMO1-012540	2013-12-31								
canopy_demo	demo_fixed_income	TRX-000066283	2018-10-12								
canopy_demo	demo_equity_managed	DAT-252503	2017-09-20								
canopy_demo	demo_equity_managed	DEMO1-012133	2014-01-15								
canopy_demo	demo_fixed_income	DEMO1-001547	2014-01-01								
canopy_demo	demo_equity_managed	DEMO1-012161	2014-02-17								
canopy_demo	demo_equity_managed	DAT-252422	2017-06-05								
canopy_demo	demo_fixed_income	DEMO1-001577	2014-01-01								
canopy_demo	canopy_demo-jpbe-01	TRX-000012046	2015-02-23								
canopy_demo	demo_equity_managed	DEMO1-019922	2015-02-05								
canopy_demo	demo_equity_managed	DEMO1-012176	2014-04-23								
canopy_demo	demo_fixed_income	DEMO1-001431	2014-05-05								
canopy_demo	demo_equity_managed	DAT-252420	2017-02-07								
canopy_demo	demo_fixed_income	DEMO1-001441	2014-06-30								
canopy_demo	demo_equity_managed	DEMO1-020010	2015-03-23	2015-03-25	T_US	3100.0	33.4261	Buy	AT&T INC	Credit Suisse Privat...	
canopy_demo	demo_equity_managed	DAT-252509	2017-08-07	2017-08-09	DAXEX...	3000.0	106.604	Buy	ISHARES CORE D...	Credit Suisse Privat...	

```
{
  "include ticketref" : ["DEMO1-010313", "DEMO-001359", "DAT-252495", "DAT-252503", "DEMO-001431"],
  "base_ccy" : "USD"
}
```

# Summary of Strategy Definitions

- **Any combination of the below (but at least one)**
  - include parent\_username
  - include child\_username
    - partial\_ownership
  - include user\_asset\_class
  - include canopy\_asset\_class
  - include ticker
  - include ticketref
  - include custodian
  
- exclude parent\_username
- exclude child\_username
- exclude user\_asset\_class
- exclude canopy\_asset\_class
- exclude ticker
- exclude ticketref
- exclude custodian

# Naming Strategies

- **Strategy Type**
  - e.g. "by user\_asset\_class"
- **Strategy Name**
  - e.g. "Equity"
- **Strategy Definition**
  - e.g.
    - "include parent\_username" : "canopy\_demo"
    - "include user\_asset\_class" : "Equity"

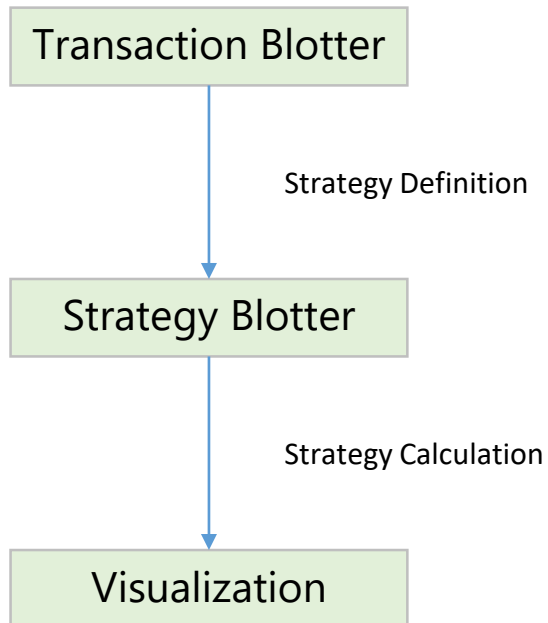
# All Strategy Definitions are stored in a separate table

strategy_id integer	strategy_name text	strategy_type text	username text	user_type text	strategy_definition jsonb	latest_record_date date	success_achieved boolean	run_results jsonb	system_generated_strategy boolean	last_run_at timestamp without time zone	created_at timestamp without time
119	canopy_demo_In...	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 22:32:29.038869	2018-11-09 01:25:50.427
15163	Structured Product	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:32:49.764766	2018-11-13 06:09:44.895
15171	Insurance	by_user_asset_c...	canopy_demo	user	{"parent_username": "...", "security_tickers": "all", "ticketrefs": "all", "user_asset_class": "Insurance", "child_username": "all", "custodian_name": "all", "canopy_asset_class": "all", "partial_ownership": "none", "base_ccy": "USD"}	2018-11-16	true	{"actual_start...	true	2018-11-18 23:37:14.697087	2018-11-09 01:26:05.335
15542	Bond	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:37:49.945378	2018-11-09 01:26:08.939
15727	Private Equity	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:35:58.752627	2018-11-09 01:25:59.311
15195	Real Estate	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:37:14.697087	2018-11-09 01:26:05.335
1104	canopy_demo_Ph...	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:34:50.615262	2018-11-09 01:26:05.592
710	canopy_demo_Bo...	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:35:58.752627	2018-11-09 01:25:59.311
1087	canopy_demo_Int...	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:37:14.697087	2018-11-09 01:26:05.335
1326	canopy_demo_JP...	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-18 23:37:49.945378	2018-11-09 01:26:08.939
15688	Accumulator	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 01:12:59.464299	2018-11-13 06:09:54.486
15895	Derivative	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 01:47:42.45742	2018-11-13 06:09:58.428
15980	Stock	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 02:02:22.6128	2018-11-13 06:10:00.065
16121	Fund	by_user_asset_c...	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 02:28:50.379717	2018-11-13 06:10:02.989
16397	Real Estate	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 03:25:28.682577	2018-11-13 06:10:08.659
16437	Citibank Singapore	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 03:38:49.629695	2018-11-13 06:10:09.460
16468	Interactive Brokers	by_custodian	canopy_demo	user	{"parent_username": "...	2018-11-16	true	{"actual_start...	true	2018-11-19 03:50:26.658239	2018-11-13 06:10:10.092
30952	Alternative Invest...	for_CS_by_cano...	canopy_demo	user	{"parent_username": "...	[null]	[null]	[null]	true	[null]	2018-11-21 23:05:03.589
30953	Equity	for_CS_by_cano...	canopy_demo	user	{"parent_username": "...	[null]	[null]	[null]	true	[null]	2018-11-21 23:05:03.616
30954	Equity_DM_Listed...	for_CS_by_cano...	canopy_demo	user	{"parent_username": "...	[null]	[null]	[null]	true	[null]	2018-11-21 23:05:03.644
30955	Equity_DM_Listed...	for_CS_by_cano...	canopy_demo	user	{"parent_username": "...	[null]	[null]	[null]	true	[null]	2018-11-21 23:05:03.672

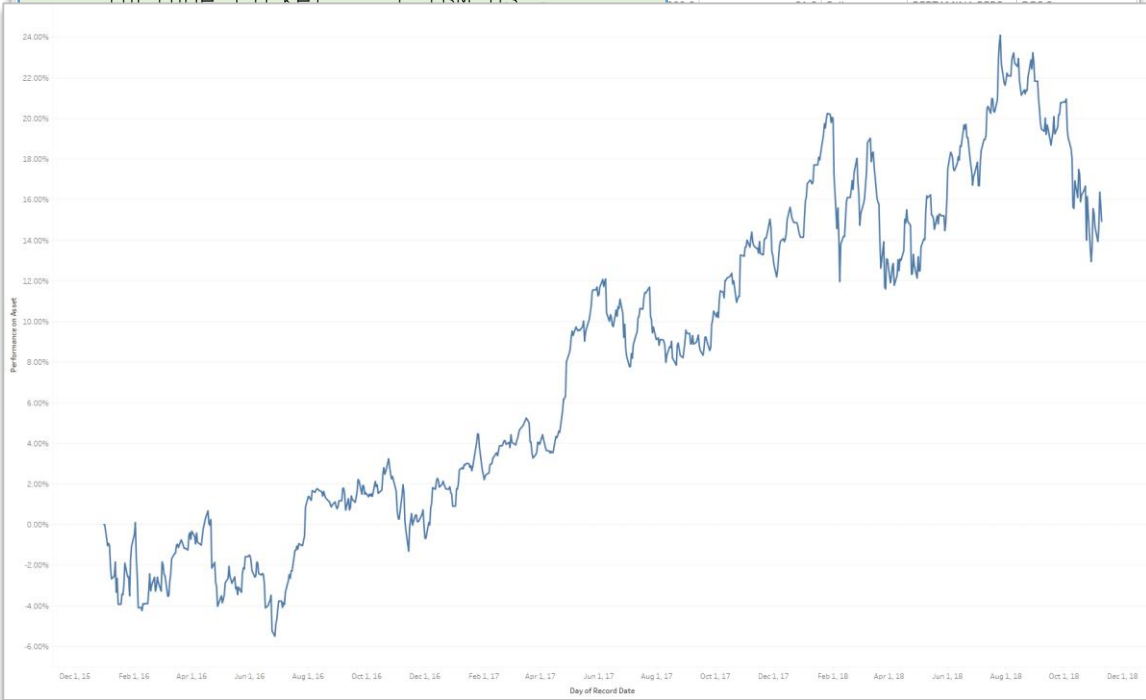
# Analytics Process



# Analytics Process



parent_username	child_username	ticketref	traded_on	settled_on	ticker	quantity	price	trade_type	security_name	custodian_name
text	text	text	date	date	text	numeric	double precision	text	text	text
canopy_demo	demo_fixed_income	DEMO1-010313	2014-11-10	2014-11-10	LoanR...	-111876.87		1	Loan Drawd...	DBS Singapore
canopy_demo	demo_equity_managed	DEMO1-012574	2013-12-31	2013-12-31	LU063...	288.0	1053.39	Buy	Cs Nova Lux Glb ...	Credit Suisse Privat...
canopy_demo	demo_fixed_income	DAT-249719	2017-06-13	2017-06-15	US690...	-2000.0	102.54	Sell	OVERSEA-CHINES...	DBS Singapore
canopy_demo	demo_fixed_income	DEMO1-001581	2014-01-01	2014-01-01	USY71...	3000.0	91.8176	Buy	PERTAMINA PERS...	DBS Singapore
canopy_demo	demo_fixed_income	DEMO1-001359	2014-04-15	2014-04-17	X5082...	-2500.0	100.5	Sell	EX-IM BK INDIA/L...	DBS Singapore
						500.0	54.332	Buy	Kraft Foods Grou...	Credit Suisse Privat...
						250.0	1000	Buy	Asia Private Equit...	Private Custodian
						000.0	88.08	Buy	BASF SE	Credit Suisse Privat...
						000.0	137.596	Buy	VOLKSWAGEN AG	Credit Suisse Privat...
						000.0	96.4	Sell	LUKOIL INTL FIN...	DBS Singapore



# Creating and Calculating Strategies - Demo





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