

alacra PULSE

for WEALTH MANAGEMENT

Private client and wealth management professionals need to stay abreast of market developments and demonstrate value when speaking with clients and prospects. This can be challenging when the information, tools, and resources available are largely undifferentiated from firm to firm.

Introducing Alacra Pulse

Alacra Pulse is an intelligent news filter that pinpoints key company events and financial insights from thousands of hand-chosen, credible news sites, trade publications, RSS feeds and blogs.

Events include:

- Analyst upgrades, downgrades and target price changes
- Commentary by sell-side, ratings agency, industry and independent analysts
- M&A rumors and deal ideas
- Bankruptcies, restructurings and other distressed company events
- Comments from C-Suite corporate executives

By aggregating and organizing information from many sources, Alacra Pulse makes it easy for wealth management professionals to stay on top of the key events in their market without having to monitor dozens or hundreds of individual sources.

Alacra Pulse can improve wealth management productivity and effectiveness by giving professionals a reason to pick up the phone and call any client or prospect. Pulse's email and sharing capabilities allow users to regularly touch their clients with customized information.

Delivered through a web-interface, via mobile alerts, or integrated within a firm's existing data platforms via API, Alacra Pulse is a flexible, cost-effective solution that can be configured to match the investment interests of any professional and/or client.



Alacra provides innovative information solutions to more than 400 global financial institutions, corporations, and professional services firms. Alacra's workflow tools aggregate, filter, and custom package mission-critical business information from 200 premium databases and a hand-curated universe of 3,000+ web-based sources, delivering user-ready results. Bespoke applications keep Alacra's clients up-to-date on their customers, prospects, investments, competition, partners and suppliers, driving business development and streamlining operations. Alacra's premium content partners include ThomsonReuters, FactSet, Dow Jones, Standard & Poor's, Moody's, Fitch, LexisNexis, D&B and dozens of additional publishers.

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