# Broadridge Financial Solutions introduces GenAI-powered analytics feature



Broadridge Financial Solutions Inc. (NYSE: BR) has announced the integration of a new GenAI-powered advanced analytics feature within its OpsGPT application, aimed at enhancing user experience and operational efficiency in the financial services sector. The announcement was made today and represents an important step for Broadridge as it leverages emerging technologies to respond to the increasing demands of regulatory compliance and market dynamics.

The newly introduced feature allows users to generate insights and visualisations directly from their trade data using natural language, eliminating the customary hassles associated with data migration. Danny Green, the head of international post-trade at Broadridge, stated in a communication with FX News Group, “Integrating this AI advanced analytics feature into our post-trade platform delivers simplification and innovation, significantly improving risk management and operational efficiency, especially in response to growing regulatory demands.”

This functionality stands out for its multilingual capabilities, providing an accessible solution for broker-dealers and banks by allowing them to obtain actionable insights rapidly, without the complexities tied to traditional reporting tools. Currently, the feature supports English and Japanese, with expansion plans for offering functionality in Chinese in the near future.

The advanced analytics feature is particularly crucial for international firms that need to navigate an ever-evolving regulatory environment and market dynamics. By streamlining reporting processes, the feature empowers both current and prospective users of Broadridge's post-trade platform across regions including Europe, the Middle East, Africa (EMEA), and Asia-Pacific (APAC). This capability not only aids in operational management but also assists firms in maintaining compliance while adapting to challenges such as faster settlement cycles and compressed profit margins.

Broadridge’s commitment to advancing its data and AI strategy is evident in its ongoing investment in technology that enhances user productivity, capabilities, and compliance. The advanced analytics tool enables users to swiftly identify and rectify anomalies in their data, utilising predictive analytics to foresee and mitigate potential operational bottlenecks.

As businesses increasingly turn to automation and artificial intelligence to improve processes and insights, the successful implementation of features like those offered by Broadridge could play a significant role in redefining industry standards for efficiency and compliance.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Corroborates the announcement of the new GenAI-powered advanced analytics feature within Broadridge's OpsGPT application and its benefits in enhancing user experience and operational efficiency.
* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Supports the information about the feature allowing users to generate insights and visualizations directly from their trade data using natural language.
* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Quotes Danny Green, the head of international post-trade at Broadridge, on the integration of the AI advanced analytics feature and its impact on risk management and operational efficiency.
* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Details the multilingual capabilities of the feature, including support for English and Japanese, and plans for Chinese capability.
* <https://www.prnewswire.com/news-releases/broadridge-launches-genai-powered-opsgpt-to-transform-and-optimize-trading-in-a-t1-environment-302031880.html> - Provides context on Broadridge's OpsGPT application and its role in enhancing operational efficiency and compliance in the financial services sector.
* <https://www.broadridge.com/press-release/2024/broadridge-launches-genai-powered-opsgpt> - Supports the information on OpsGPT's integration with Broadridge's existing global, multi-asset class post-trade solutions and its focus on responsible AI practices.
* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Explains how the feature aids international firms in navigating regulatory environments and market dynamics across regions like EMEA and APAC.
* <https://www.broadridge.com/press-release/2024/broadridge-launches-genai-powered-opsgpt> - Highlights Broadridge's commitment to advancing its data and AI strategy to enhance user productivity, capabilities, and compliance.
* <https://www.prnewswire.com/news-releases/broadridge-enhances-multi-asset-post-trade-processing-with-genai-powered-analytics-302352626.html> - Details the advanced analytics tool's ability to identify and rectify anomalies in data and foresee potential operational bottlenecks using predictive analytics.
* <https://www.prnewswire.com/news-releases/broadridge-launches-genai-powered-opsgpt-to-transform-and-optimize-trading-in-a-t1-environment-302031880.html> - Corroborates the impact of the feature on maintaining compliance and adapting to challenges such as faster settlement cycles and compressed profit margins.
* <https://www.broadridge.com/press-release/2024/broadridge-launches-genai-powered-opsgpt> - Supports the broader context of how features like those offered by Broadridge could redefine industry standards for efficiency and compliance.
* <https://fxnewsgroup.com/forex-news/platforms/broadridge-adds-genai-powered-advanced-analytics-feature-to-its-platform/> - Please view link - unable to able to access data