



LiquidityDirect<sup>SM</sup>

**BEST FOR ALL YOUR LIQUIDITY**



## LIQUIDITYDIRECT'S WHITE LABEL SERVICE

The future of liquidity management is evolving, and clients are continuously seeking to find synergies and efficiencies from their institutional partners. With LiquidityDirect's White Label Service offering, institutional clients can now provide a holistic liquidity management solution to their end clients backed by the market-leading LiquidityDirect platform.

## HOW IT WORKS

LiquidityDirect's White Label Service allows institutional clients who are looking to include short-term investments into their suite of offerings to leverage LiquidityDirect's technology and services, with their institution's brand, and to provide solutions to end clients.



## BENEFITS

- Institutions have their branding implemented on the LiquidityDirect platform.
- End clients gain access to the platform and have access to do work, gain insights, and manage preferences all through a Single Sign-On.
- Institutions gain quicker access to proven solutions to address their clients' short-term investment needs.
- Institutions provide streamlined workflows and drive proficiencies for end clients.
- LiquidityDirect powered by industry-leading investment platform, with \$16 trillion in annual money market fund transaction flows.\*
- End clients gain the safety and security of the highest credit-rated bank, with \$52.1 trillion in assets under custody and \$2 trillion in assets under management.\*

## Contact Us

To learn more about LiquidityDirect's White Labeling offering, contact our team at:

**[Liquidity.Direct@bny.com](mailto:Liquidity.Direct@bny.com)**

\* BNY Global Liquidity Analytics Team  
\*\* BNY as of June 30, 2023.

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