# Broadridge launches Digital Asset Solutions to bridge DeFi and TradFi



Broadridge Financial Solutions has announced the launch of its Digital Assets Solutions, designed to facilitate investors and advisors in swiftly accessing, comprehending, and monitoring their digital asset investments. The initiative aims to expedite the integration of decentralized finance (DeFi) with traditional finance (TradFi).

Aviad Stein, global head of digital asset solutions at Broadridge, told Markets Media that the company has dedicated two and a half years to identifying synergistic opportunities that complement its existing business while advancing the digital asset ecosystem. Stein outlined three core objectives underpinning their approach: compliance with global regulatory frameworks, investor education, and collaboration with both traditional financial institutions—including wealth management firms and asset managers—and crypto-native entities like decentralised and centralised exchanges. The emphasis is also on delivering comprehensive data to investors.

Stein explained, “The business we have built around digital asset solutions focuses on data solutions. It is about how we come up with the right approach towards disclosures for crypto assets, how we facilitate the right type of communications and governance and the voting mechanism for these assets.”

Central to Broadridge's offering is ClearFi, a platform launched in October last year which provides broker-dealers, exchanges, and wallet providers with on-chain and off-chain data concerning digital assets. These assets encompass cryptocurrencies, stablecoins, and innovations within DeFi available on their platforms. ClearFi aggregates information from hundreds of credible data providers and consolidates it into a standardised and consistently applied taxonomy. Stein noted, “That’s why our platform is called ClearFi.”

In practical terms, ClearFi addresses discrepancies commonly encountered when investors seek to purchase crypto assets across different exchanges such as Coinbase and Kraken, where data can vary significantly. By standardising this data, Broadridge aims to furnish investors with accurate, dependable information tailored to their needs, fostering maturity and credibility in the digital asset sector and encouraging adoption by retail and institutional investors alike. The taxonomy is adaptable, capable of supporting various investment instruments from both DeFi and TradFi realms.

Currently, ClearFi supports nearly 500 crypto assets, with the taxonomy poised to evolve to include tokenised real-world assets and securities, including equities. The platform harnesses artificial intelligence to incorporate off-chain data, summarising content and providing references to original sources.

Stein remarked, “I think we have a big role in creating this ‘OneFi’ approach by creating one cohesive view of DeFi and TradFi ecosystems. It may take years, but we have already started the journey of convergence.” He also highlighted Broadridge's established credibility within traditional finance—serving as a nexus among regulators, intermediaries, and investors—as a key differentiator. “We are obviously leveraging that market position and credibility to build those dimensions into the digital asset ecosystem,” Stein said. “It is very synergistic to what we are currently doing, and a natural extension of our business.”

Broadridge’s Digital Asset Solutions have already been adopted by several clients, including a prominent centralised exchange operating in Canada and the UK, and a global broker utilising the platform to meet ESG requirements under the EU’s Markets in Crypto Assets (MiCA) regulations. According to Stein, there is significant interest from both centralised and decentralised exchanges as well as wallet providers.

The company is also working to integrate Digital Asset Solutions with Broadridge’s existing platforms such as Fi360 Data and Analytics, and AdvisorStream, a comprehensive platform servicing wealth management firms and advisory networks. This integration ensures advisors and firms have access to the necessary data when offering crypto investments to their clients.

Stein said, “We are getting requests to support onboarding firms into the space, and also to provide firms with enough information and data so they can start developing strategies for this space.”

Broadridge’s commitment to digital innovation is reflected in its recent fifth annual Digital Transformation & Next-Gen Technology Study, published in April 2024. The study revealed that 58% of financial services technology and operations executives worldwide identify data harmonisation as crucial for maximising return on investment. Firms are consequently increasing expenditure on transformative technologies such as artificial intelligence, digital assets, and cloud platforms to gain a competitive edge.

The survey indicated that nearly 71% of firms are making significant investments in blockchain and distributed ledger technologies this year, up from 59% in 2024, with 64% investing heavily in cryptocurrency (up from 51% in 2024). Furthermore, 47% of respondents believe that distributed ledger technology is unlocking new opportunities in capital markets, while 73% anticipate greater regulation and governance around digital assets in the future.

Through its Digital Assets Solutions and the ClearFi platform, Broadridge Financial Solutions aims to play an influential role in shaping the intersection between decentralised and traditional finance while meeting evolving regulatory and market needs.

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

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