



BetaNXT Launches Comprehensive Solution to Help Firms Stay Ahead of SEC's New SEA Rule 15c3-3 Reserve Calculation/Reporting Requirements

BetaNXT ReservePro is Designed to Reduce Risk, Facilitate Data Collection, Aggregate Inputs Across Business Units & Centrally Store All Supporting Documentation

New York, NY—April 2, 2025—[BetaNXT](#), a leading provider of wealth management technology solutions with real-time data capabilities and an enhanced advisor experience, continues to help financial services and wealth enterprise firms seamlessly adapt to evolving regulations. The firm has launched its latest innovation, BetaNXT ReservePro, to seamlessly comply with the Securities and Exchange Commission's (SEC's) updates to the SEA Rule 15c3-3, requiring broker-dealers to transition from weekly calculations of fund reserves for customer protection to a daily cadence, as of December 31, 2025.

“ReservePro streamlines the often manual and time-consuming 15c3-3 formula data collection, calculations, and reporting—and incorporates the process and workflows into organizations well ahead of the deadline for adopting the new frequency requirements,” said **Jonathan Reeve, Head of Product Development and Strategy at BetaNXT**. “We continue to stay on top of the latest regulatory changes in our industry and provide the tools that broker-dealers and other financial firms need to comply without having to disrupt their internal processes.”

The SEC's Securities Exchange Act (SEA) Rule 15c3-3 requires broker-dealers to maintain a special reserve bank account that contains the net cash a broker-dealer owes to its customers. Each item involved in the reserve formula calculation involves multiple customer-related balances from across a broker-dealer's operational departments. The SEC's adopted amendments mandating that certain broker-dealers perform the formula to calculate reserve requirements on a daily, rather than a weekly, basis, beginning December 31, 2025, were enacted in December 2024.

BetaNXT ReservePro harnesses [DataXChange](#) to seamlessly integrate data from various sources. This ensures efficient data management, calculations, and easy access for compliance and reporting purposes. DataXChange, which is [now fully operational](#) following its successful pilot with early adopter clients, brings together all internal and external inputs in a single data management ecosystem. By streamlining all data within a flexible and connected experience, DataXChange helps optimize what that data can do for wealth enterprises, as well as their clients and partners. BetaNXT ReservePro is the latest solution to be built on DataXChange.

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“The 15c3-3 formula calculations and reporting processes can take anywhere from 40 hours to 80 hours to complete—and the prospect of having to do this every day instead of every week is a daunting one,” said **Bob Santella, CEO of BetaNXT**. “The introduction of ReservePro creates a more frictionless experience by simplifying the entire workflow—reducing compliance risk while facilitating data gathering, aggregation, and calculations.”

About BetaNXT

BetaNXT powers the future of Connected Wealth by investing in platforms, products, and partnerships to accelerate growth. It is a leading provider of frictionless wealth management enterprise solutions, real-time data capabilities, and an enhanced advisor experience. Through its software, data, and operations-as-a-service approach, BetaNXT empowers its clients with flexible, efficient, connected solutions that anticipate their changing needs. BetaNXT's comprehensive model reduces enterprise cost, streamlines operations processes, increases advisor productivity, and strengthens the investor experience. Together with BetaNXT, wealth management firms are transforming their platforms into game-changing differentiators that enable enterprise scale and stimulate commercial growth. For more information visit www.betanxt.com.

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