



Advent Software

Innovative Solutions for Investment Management

Setting the Standard for Investment Technology

25 Years of Innovation

Advent pioneered the investment management technology industry in 1983 and continues to set a standard for innovation that is unequaled. Our solutions reflect an in-depth understanding of the investment industry and what it takes to succeed—based on 25 years of working with firms like yours.

As the world's financial markets evolve, Advent will continue to innovate on behalf of our clients and set the standards for the next 25 years.

Today's investment marketplace is complex, multifaceted, highly competitive, and global. It's still a business of smart and timely decisions, but increasingly the market places a premium on speed, accuracy, efficiency, real-time information, and superior client service.

Since 1983, Advent Software has been providing innovative solutions to help investment management firms grow their business while controlling costs and reducing risks. Today, Advent is the leading software company exclusively devoted to serving the needs of the investment industry. Our clients range from individual professionals who have just started their own business to global institutions that manage over



4,500+

Number of client firms worldwide using
Advent technology

\$600 billion in assets with 50,000 accounts and hundreds of concurrent users.

Advent clients are located in 60 countries around the world. They are amazingly diverse in their investment strategies, client service requirements, regulatory reporting practices, staffing levels, and systems architecture. Yet Advent has the capability to support all their operations. Advent solutions and services have proven time and again to improve operational efficiency, accelerate decision making, enhance client service, and free investment managers to focus on what they do best.

“Advent products and services have allowed us to automate so many mundane tasks that we’re all better able to focus on what we’re here to do, which is to grow client assets and serve clients more personally.”

Shawn Swagerty
Director of Information Systems
Ferguson Wellman Capital Management

\$18 Trillion

Total assets managed by firms using
Advent technology

Advent Clients by the Numbers

- More than 2,800 asset management firms rely on Advent’s technology for their mission-critical business processes.
- More than 100 hedge funds use Advent products, including 15 of the largest global hedge funds.
- In addition, 8 of the top 10 global prime brokers, and 7 of the top 10 global fund administrators, servicing over half the global hedge fund industry, trust Advent technology.
- More than 250 family offices rely on the accurate reporting and improved client service of Advent solutions.
- More than 200 wealth managers have leveraged the capabilities of Advent’s reliable and proven investment management tools.

A World of Superior Solutions

Advent offers integrated solutions comprised of our leading software, services, and data to provide every type of investment firm with a complete package of functionality targeted to its unique needs. Whether you are a traditional or alternative asset manager, fund administrator or prime broker, wealth manager or family office, private bank or independent advisor, Advent has a solution to help you achieve operational excellence, increase productivity, and improve service.

Advent solutions bring the benefits of automation to virtually the entire scope of investment management operations—from portfolio management, reporting, and accounting to trading and order management, partnership accounting, and straight through processing. No other technology provider offers such a comprehensive, single-source, enterprise solution.

Solutions for Hedge Funds, Fund Administrators, and Prime Brokers

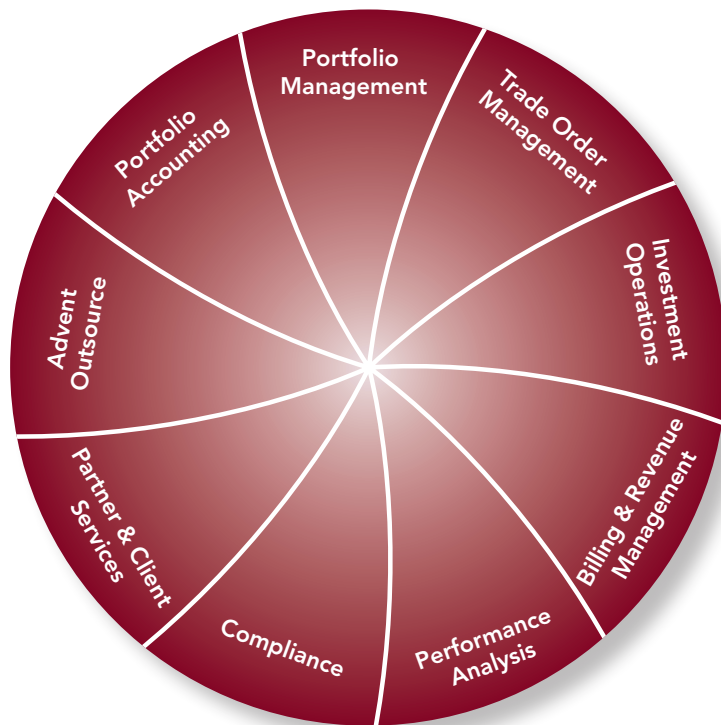
Advent offers a comprehensive solution developed to meet the rapidly evolving needs of today’s alternative investment market. Integrating the leading real-time global portfolio management platform with sophisticated partnership accounting and reporting, Advent delivers the power and agility to stay ahead in a fast-changing market, regardless of fund size or complexity.

Solutions for Asset Managers, Family Offices, Wealth Managers/PCS, and Independent Advisors

Only Advent offers a complete suite of solutions that incorporates portfolio management, reporting and accounting, trading, compliance checking, billing and revenue management, and client relationship management. The seamless integration among these many functions virtually eliminates manual intervention and re-entry of data, reducing the risk of errors while driving greater efficiency firm-wide. Add Advent’s straight through processing modules to automate your connections with counterparties and shave hours off your daily reconciliation process. Advent’s solution frees staff time from repetitive tasks for more productive, revenue-generating activities.

"Because the Advent people knew how we planned to use the system, they were able to direct the training and implementation to us very specifically. That's a very valuable step. It saves a tremendous amount of time versus a 'one-size-fits-all' approach."

Gary Sneddon
IT Director
Kensington Investment Group



Flexible and customizable, our integrated solutions help firms improve client service and communication, allowing you to grow your business while controlling costs.

Your Trusted Technology Partner

When you sign on with Advent, you enter into a relationship that gives you access to the expertise and resources of the world's leading investment technology company. Advent's experts stand ready to help you derive the most value from your systems investment, from planning and implementation through ongoing service and support.

Implementation

Whether you are implementing your first Advent solution or upgrading to the latest version, Advent's implementation team can help ensure a smooth and successful transition. No one knows Advent solutions better than the people who build them. Advent's proprietary implementation methodology includes strategic planning, system optimization, and end user training. So you begin realizing the full benefits of the solution from day one, with virtually no disruption to your business.

Project Management

With in-depth knowledge of your business, Advent Project Managers oversee system installations, upgrades, transitions, or data mergers with acquired firms. Advent's proven project management process delivers successful projects on time and on budget, regardless of scope, complexity, or risk.

Custom Engineering Services

Advent's Custom Engineering team has written over 7,000 custom reports, extracts, and data management tools for all types of firms, including asset managers, hedge funds, banks, family offices, and many more. The Custom Reporting team works closely with you to develop new, unique reports for your particular needs, or to modify existing reports to help bring a new level of efficiency to your firm.

Ongoing Support

A team of professionals is available around the clock to answer your questions, resolve issues, and help keep your operation running smoothly. Since 2005, Advent has been the only financial services software company to be awarded the Service Capability and Performance certification. Created by a consortium of leading technology companies and Service Strategies Corp., SCP certification is the internationally recognized standard for best practices in technology support. This award affirms Advent's commitment to exceptional support to our clients.

Supporting the Entire Investment Process

Advent offers solutions to support you across the full spectrum of investment management—all designed to work together to optimize efficiency, improve accuracy, and enhance client service.

Portfolio Accounting and Management

Geneva® is the world's leading real-time, global portfolio management platform, designed to handle the evolving challenges in the alternative marketplace—higher trade volumes, increased regulation, and more complex investment strategies and instruments. Geneva® gives managers the power to meet these challenges through a proven, scalable, enterprise-wide system that gives users immediate access to critical, accurate, and actionable data.

Advent Portfolio Exchange® (APX) is becoming the gold standard in portfolio management—the enterprise solution that fully integrates portfolio accounting and reporting, performance measurement and attribution, client relationship management, and marketing. APX gives portfolio managers fast access to critical data to help them make better informed decisions, while streamlining operations and improving responsiveness to clients.

Axys® is the most widely used portfolio accounting and reporting system in the industry. It's a turnkey solution that thousands of firms worldwide depend on to automate processes and ensure timeliness and accuracy.

Trade Order Management

Moxy® is the trade order management system used by more firms than any other. With easy access to data, a simple interface, and customizable workflow, Moxy® provides a streamlined, centralized environment for making and executing trading decisions. Moxy® enables firms to handle higher volume with fewer resources and trade everything from equities and fixed income to global securities and derivatives, including swaps and forward contracts.

Straight Through Processing

Advent's STP Solutions automate the connections between Advent applications and investment managers' mission-critical counterparties—brokers, the DTCC, custodians, pricing and market data sources, and others. STP saves significant staff time in the reconciliation process while improving accuracy and facilitating the rapid resolution of exceptions.

"The Advent platform is performing well, customer support is excellent, and the integrated suite approach saves us time and hassles. If we add another couple billion in assets or another 10,000 accounts, we won't miss a beat functionally and we could do that on the Advent system very efficiently."

Dr. Sonia Rosenbaum
Managing Director
Newgate Capital Management

Compliance

Advent Rules Manager®, working in conjunction with **Moxy**®, enables firms to turn their compliance policies and procedures into automated processes. Advent Rules Manager® allows for pre- and post-trade checking and portfolio monitoring based on your policies, and provides an audit trail with easy access to data for compliance purposes. And Advent's portfolio accounting and trade order management solutions incorporate additional compliance functionality, including **GIPS**® performance reporting, pre- and post-trade controls, compliance checking, and much more.

Partner and Client Services

Advent Partner® accurately accounts for onshore and offshore hedge funds, funds of funds, and other limited partnerships and integrates with fund accounting and reporting modules to automate a host of partnership functions, including K-1 production.

Advent Portfolio Exchange® provides firms with the ability to track multidimensional information about their clients, their clients' portfolios, and all third parties associated with their clients.

Billing and Revenue Management

Advent Revenue Center® provides asset managers with a solution that automates complex billing processes, from fee creation to accounts receivable management. Integrating with both APX and Axys®, Advent Revenue Center® eliminates ad hoc, spreadsheet based systems, minimizes errors, improves quality, and helps ensure more timely revenue collection.

60

Number of countries in which Advent serves the diverse needs of clients

The Strength of a Leader

Stability and Reliability

Long-term stability and proven reliability: these are two key reasons why over 4,500 clients worldwide—including many of the largest global firms—have chosen Advent as their technology partner. And nearly one-third of Advent's clients have relied on us for more than ten years to provide mission-critical solutions that help them operate more efficiently and compete more effectively.

Scalability

Advent solutions are designed for scalability, so you can grow your asset and client base without having to grow your staff or technology infrastructure. And as the leading provider of investment technology for 25 years, you can be assured that Advent will be here to upgrade and support your system in the future.

Flexibility and Control

Simply stated, Advent's products and services deliver the flexibility and control demanded in today's investment market. Our clients rely on Advent to help them:

- Manage their operations
- Execute transactions quickly and accurately
- Comply with complex regulations
- Serve their clients better

Seamless Integration

The combined suite of Advent solutions makes possible a true end-to-end system encompassing trading, portfolio management, accounting, compliance, billing, relationship management, and your existing architecture. It virtually eliminates manual intervention, thereby reducing errors, speeding workflow, and maximizing operational efficiency.

Client Focus

Client input is the critical component in Advent's product development and enhancement process. We actively engage clients in product validation and testing before bringing any solution to market. As a result, Advent solutions are focused on meeting real-world needs and overcoming client-identified pain points.

"We chose Advent for a number of reasons, including their reputable global track record of delivery and broad client base. Additionally, the scalable, flexible architecture of Advent's suite means there are no complex integration requirements or significant bespoke development needed."

Peter Moores
CEO
Raymond James Investment Services

A Global Perspective

Advent serves clients in 60 countries through a network of offices that spans the globe, and our staff speaks more than two dozen languages. This global reach and regional presence lets us localize our solutions to fit a variety of complex business requirements, including exotic instrument coverage, county-specific regulations, and integration with local vendors. And our solutions are designed to enable firms with international operations to integrate multiple offices on a single technology platform.

Our deep experience in the world's financial markets, combined with our understanding and appreciation of cultural differences, allow us to provide comprehensive solutions and customized services on a global scale.

1,000+

Number of Advent employees serving clients around the world



Contact Advent Today

Take advantage of powerful tools to streamline your business operations, increase efficiency, and deliver the best in client service. Distinguish yourself from the competition and attract new business. Look to Advent for comprehensive, integrated solutions that can help you achieve your goals and increase profitability.

To learn more about Advent solutions—and how they can be tailored to your specific operational challenges—visit our website: www.advent.com.



About Advent Software

Advent Software, Inc., a global firm, has been providing trusted solutions to the world's leading financial professionals since 1983. Firms in 60 countries use Advent technology and manage investments totaling US \$18 trillion. Advent's quality software, data, services, and tools enable financial professionals to improve service and communication to their clients, allowing them to grow their business while controlling costs.

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