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## **HedgeServ Upgrades its SunGard Front Arena Implementation for Trading and Risk Management**

NEW YORK, September 7, 2010 – HedgeServ, a fund administrator recognized for providing innovative solutions to the alternative investment industry, has upgraded its global client base to the latest version of SunGard's Front Arena. A multi-asset solution providing trade capture, real-time P&L and desk-level risk, Front Arena helps hedge funds, traditional asset managers and other alternative investment managers identify risk and exposure. With offices in New York, Dublin and the Cayman Islands, HedgeServ has been extending Front Arena's portfolio management and risk capabilities to its global client base since early 2009.

With the latest upgrade to Front Arena, HedgeServ and its clients will have access to enhanced functionality for pricing commodities and FX options and have the ability to better manage yield curves and make real-time price adjustments. In addition to the wide range of functional enhancements, Front Arena now offers parallel processing, which will help HedgeServ achieve increased throughput and higher productivity. Improvements in Front Arena's architecture will give HedgeServ the ability to enhance its extensive suite of applications with Front Arena.

Jim Kelly, HedgeServ's chairman, said, "We continually strive to provide our clients with innovative technology solutions that are coupled with efficient, effective service. This newest release of Front Arena will help provide the increased functionality we need to continue to enhance our capability to support the alternative investment industry."

Emanuel Mond, president of SunGard's alternative investments business, said, "HedgeServ's implementation and distribution of the new version of Front Arena to its clients is a testament to the flexibility of the system to adapt to a variety of fund structures and business requirements. It is also proof of the strength and efficiency of Front Arena to form the core of a large-scale, shared technology platform delivered on an application service provider (ASP) basis."

## **About HedgeServ**

HedgeServ is redefining hedge fund administration with a shared technology platform that breaks the cycle of costly data duplication while strengthening controls and giving clients real-time access to their data. HedgeServ client service teams are the most experienced in the industry at consistently delivering timely and accurate information to both hedge fund managers and investors. HedgeServ supports all structures, strategies and domiciles of hedge funds, funds of hedge funds, managed accounts, private equity funds and endowment investment platforms from offices in Dublin, Grand Cayman and New York City.

## **About SunGard's Front Arena for Alternative Investments**

Front Arena is a real-time, enterprise-wide platform for trading, operations and risk. It is used by hedge funds, asset managers and fund administrators to manage single and multi-strategy portfolios. Front Arena provides traders with pricing, trading and position management, real-time P&L, risk and sensitivity analysis. Managers, operations and middle-office staff can view portfolios from the highest level, customize according to reporting criteria and drill down to the lowest levels in real-time. Front Arena offers a front-to-back solution incorporating workflow, confirmations, settlements and interfaces to prime brokers, fund administrators and transaction processing networks. To learn more, visit: [www.sungard.com/frontarena/learnmore](http://www.sungard.com/frontarena/learnmore)

## **About SunGard**

SunGard is one of the world's leading software and technology services companies. SunGard has more than 20,000 employees and serves 25,000 customers in 70 countries. SunGard provides software and processing solutions for financial services, higher education and the public sector. SunGard also provides disaster recovery services, managed IT services, information availability consulting services and business continuity management software. With annual revenue exceeding \$5 billion, SunGard is ranked 380 on the Fortune 500 and is the largest privately held business software and IT services company. For more information, visit [www.sungard.com](http://www.sungard.com)

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