

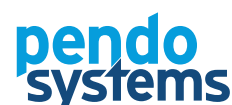
VERSION CONTROL

april 14th / 2010

BASISPOINT FOR INVESTMENT ACCOUNTING

financial trading solutions / industry insight

Version Control met Pamela Pecs Cytron, Chief Executive Officer at Pendo Systems, Inc., to get updates on the company's latest achievements and news.

The logo for Pendo Systems, featuring the word "pendo" in a blue sans-serif font above the word "systems" in a smaller, black sans-serif font.

VC: Ms. Cytron, at present, what would Pendo Systems consider to be its core product?

Pamela Cytron: It is BasisPoint, a global taxlot-level investment accounting engine that offers multi-entity (many firms can reside in a single database), multi-currency (3 levels of currency support), unlimited multi-accounting basis and flexible fund/portfolio hierarchy. All data, including all basis and currency information, is stored directly in the database, not generated by reports.

VC: What makes BasisPoint different from other similar products?

Pamela Cytron: Features that separate us from the competition are our rules based multi-basis processing, highly granular lot-level accounting engine, company hierarchy and being

date agnostic, which means that each fund or account can be on a different date. Our unlimited security types and definition allow our product to be deployed in any region of the world to meet the specific demands to the market. Further differentiation comes from the automated cancel-rebook capabilities for back-dated adjustments or security master corrections. All of this is done using MS SQL Server, so the database is current, flexible and cost effective. We further offer in-house installation or ASP services.

VC: How often do you integrate new features to BasisPoint, are there any new products to be launched in the imminent future?

Pamela Cytron: BasisPoint is constantly being improved. At least two

releases a year are provided to allow for our insurance clients to meet statutory reporting requirements. Other clients may need only the yearly update or point releases for specific new functionality that is needed for their business. In addition, a .NET release is planned for late 2010, but core functionality will be the same in both releases.

VC: How is the market positioning policy for BasisPoint being defined?

Pamela Cytron: Pendo has new technology that replaces the legacy technology. Our investment accounting system is the first new product to come to market in 15 years. We work with organisations to ensure they have the demands of data access and transparency achieved.



Pendo Systems was founded to launch a comprehensive solution for the problems that arise due to the widespread use of aging legacy-based accounting systems and work-arounds in the financial services sector.



VC: What is the main approach in sales?

Pamela Cytron: We sell directly to our customers and look for opportunities for the right distribution either by vertical or regional market.

VC: What is Pendo Systems' pricing strategy for BasisPoint?

Pamela Cytron: Our fees are based on an annual subscription based on assets under management.

VC: Ms. Cytron, what factors would you consider to be critical for further industry development?

Pamela Cytron: Today increasing regulatory requirements and demand for transparency can be indicated as primary driving forces. Furthermore, the trend for core technology to be purchased vs. development legacy, applications are costly to maintain and are not applicable for globalisation.

VC: Thank you for your time Ms. Cytron it has been a pleasure talking to you.

Pendo Systems, Inc.

Pendo Systems is a premier provider of investment accounting software for global financial institutions. Focused on the investment management community, the company offers a superior solution that specifically addresses investment accounting needs across financial verticals. The Pendo Systems team is comprised of key industry executives who have spent their careers building, supporting and selling investment accounting systems. Customer satisfaction and retention is Pendo System's number one goal.

tel: +1 (973) 735 5788

email: info@pendosystems.com

web: www.pendosystems.com

address: 60 Park Place, 20th floor, Newark, New Jersey 07102

NEWS

SunGard has released a new online tax calculation service for benefit administrators requiring federal and state tax withholding support for qualified and non-qualified pension, 401(k), 403(b), SEP, Simple and individual retirement account (IRA) plan distributions. SunGard's **Omni Tax Calculator** provides a method of accessing current withholding tax tables via data entry or system-to-system connectivity for numerous distribution transactions.

Paladyne Systems has appointed **Askin Leung** as Director of Client Services for the Asia-Pacific region. Paladyne has also increased its office space in Hong Kong to support its growing staff and Asia-Pacific client base. Leung will be responsible for all client service activities including implementation, training, and regional help desk support. Prior to joining Paladyne, Leung was Head of IT for a multi-billion dollar, multi-strategy hedge fund based in Hong Kong.

Morningstar UK Ltd., a subsidiary of Morningstar Inc., has acquired **Old Broad Street Research Ltd.** (OBSR), a provider of fund research, ratings, and investment consulting services in the United Kingdom, for GBP 11.95 million, or approximately USD 18.3 million, subject to post-closing adjustments. OBSR's team of investment research analysts rates and recommends approximately 500 UK-domiciled and cross-border funds.

Harmonic Fund Services have selected **Numerix** within Harmonic's FM3 platform for alternative investment managers. Through the use of Numerix CrossAsset—Numerix's analytic platform and extensive library of independent models for pricing all OTC derivative asset classes—Harmonic will have an ability to independently value a range of financial instruments and transactions. The library will be integrated with Harmonic's proprietary alternative investments platform.

Deutsche Börse expands its data and news feed offering by launching **AlphaFlash**, a data feed for machine readable, trading relevant macroeconomic releases. AlphaFlash delivers more than 150 economic indicators from the US, Canada and Europe. AlphaFlash is the first joint product of the Deutsche Börse's segment Market Data & Analytics and the US financial news agencies Need to Know News (NTKN) and Market News International (MNI), both entities of Deutsche Börse Group.

Calypso Technology has signed **Record plc**, a UK-listed currency specialist that manages a number of pooled client funds and segregated client accounts. Record has selected the Calypso system to support its growing currency management business. Record chose the Calypso system for its ability to support its sophisticated FX and FX Derivatives business out-of-the-box for the entire mid and back office transaction life cycle on a single platform.

EVENTS

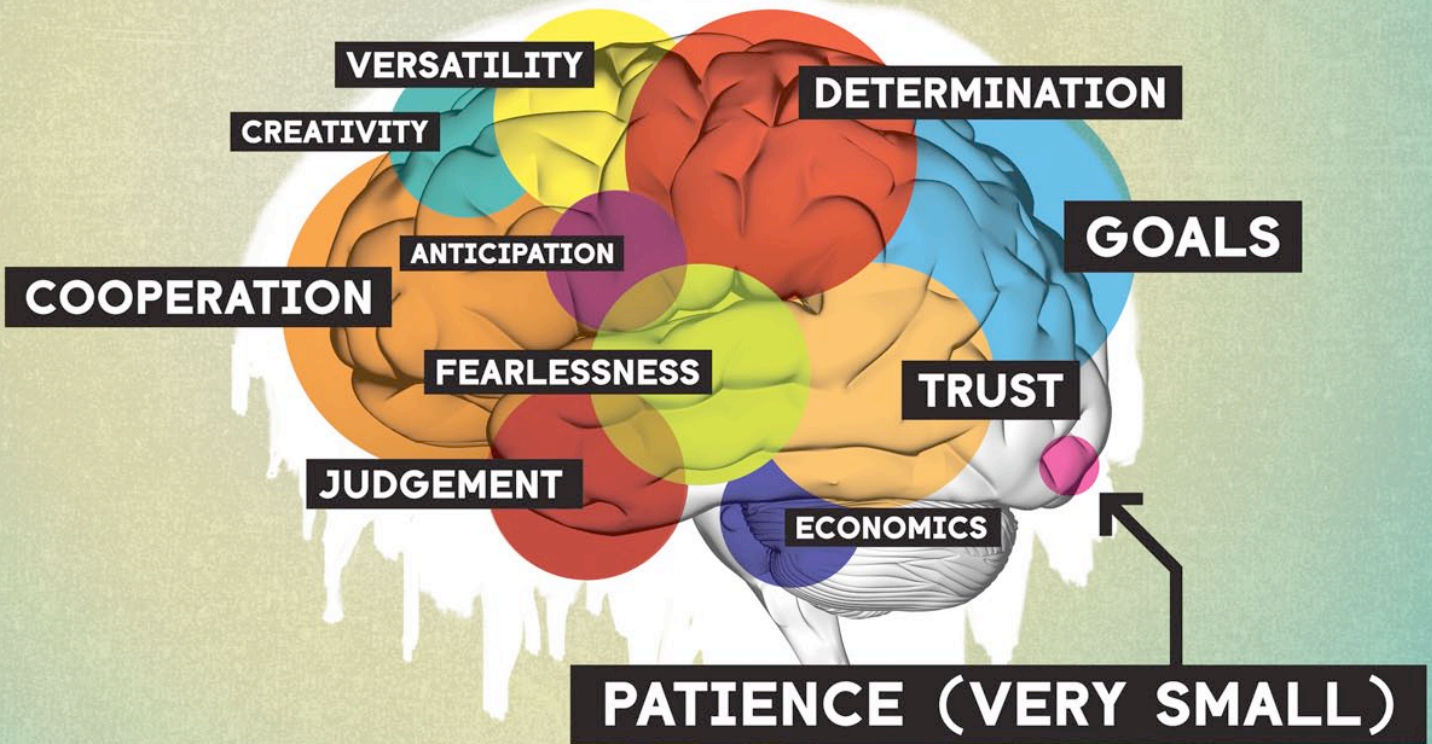
> **The 8th Asia Pacific Trading Summit 2010**
 > 13th May 2010 | Hong Kong | JW Marriott Hotel Hong Kong
 > Topics: Emergence of ETFs in Asia, Changing Regulatory Landscape, Exchanges' Views on Dark Pools, Post-trade Infrastructure, The Changes in Market Microstructure, How Buy-Side Trading Desks Evolve.
 > The Event is complimentary. Contact: barbara.law@plus-concepts.com

> **TradeTech: The 10th Equity Trading and Technology Summit**
 > 20-22 April | London, UK | ExCeL London
 > Topics: Fragmentation - is the end investor benefiting; Adding value to your buy side desk; Market data - how do you get the best data?; Finding liquidity for each trade - market structure; etc.
 > Contact: Lissette Martinez at enquire@wbr.co.uk



Did you know RFPConnect's periodical newsletter, *Version Control* is sent out to over 25,000 subscribers including key decision makers from FTSE 500 and Forbes Global 2000 companies? You can buy special editions for 750 USD and get a one year premium listing on RFPConnect.com for free. Call us at +44 (0) 208 466 5650 or +44 (0) 207 148 4285 or email sales@rfpconnect.com

figure 1.2: typical model of an insurance executive's brain structure...



HAS USING THE SAME OLD INVESTMENT ACCOUNTING SOFTWARE FROZEN YOUR PRODUCTIVITY?

pendo
systems

Turning Legacy into Legendary

Pendo Systems is a premier provider of accounting software solutions for global financial institutions. Focused on the investment management community, Pendo Systems provides a superior solution that specifically addresses accounting needs across multiple financial verticals.

www.pendosystems.com



© 2009 Pendo Systems, Inc.