



C O N F L U E N C E

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**EVOLUTION IN THE HEDGE FUND BACK OFFICE: CONFLUENCE WEBINAR HELPS  
FUND ADMINISTRATORS MEET GROWING DEMAND FOR RISK CONTROL,  
TRANSPARENCY AND SCALE**

*August 18<sup>th</sup> Event Addresses Operational Change; Features Leading Experts from AIS Fund Administration Ltd and Rothstein Kass*

**(PITTSBURGH, PA – August 1, 2011)** — Confluence, the leading provider of automated data management solutions for the investment management industry, today announced a new webinar for hedge fund administration leaders that explores the dynamics of operational change in hedge fund administration and seeks to answer the question: “Is it an evolution or a revolution?”

The webinar entitled “Evolution in the Hedge Fund Back Office: Meeting Demand for Risk Control, Transparency and Scale” will take place on Thursday, August 18, 2011 at 11 a.m. EDT. Attendees can register at [www.confluence.com/GETCONTROL](http://www.confluence.com/GETCONTROL).

In the wake of the global financial crisis, heightened emphasis on risk control, transparency and scalability is redefining hedge fund administration best practices as these funds seek to restore investor confidence, all while bracing for the promise of new regulation and robust growth.

"Hedge fund administrators are now facing new and increased challenges as they move to a new age of fund administration," said Scott Powell, Product Manager for Confluence. "The days of manual spreadsheets and labor-intensive reporting systems simply do not meet the demands of today's post-crisis environment. For both third-party fund administrators and fund sponsors responsible for accounting and administration in-house, automation is now the key element and competitive differentiator as a means not only to survive but thrive."

The complimentary 45-minute webinar will feature two guest panelists: Brian Bekiers, Managing Director of Operations, AIS Fund Administration Ltd, and Charles Plaveczyk, CPA, Principal, Rothstein Kass. Mr. Powell will accompany the panelists.

Specific topics the panelists will address include:

- The regulatory drivers of fund administration operational change
- Best practices for enterprise data management and automation for accounting and financial reporting
- The challenges of separating financial reporting preparation from other accounting functions
- Gaining control, transparency and scale through automation

Confluence will also provide an overview of its Unity® Financial Statements solution for streamlining the generation of financial statements and addressing existing and future financial reporting requirements.

Confluence is sponsoring this event for hedge fund leaders and administrators, as well as technology managers and technical business analysts.

Journalists who would like to speak with any of the panelists may contact Erin Vadala, Warner Communications, at 978-468-3076.

### **About Confluence**

Founded in 1991, Confluence is a global leader in fund administration automation. Confluence helps investment management companies gain unprecedented control by automating every step of the fund administration process—including the collection, creation, confirmation, and delivery of investment product data. Results are lower costs, reduced risk, decreased reporting turnaround times, and the scalability to automate more processes without additional resources. Confluence solutions are used by 40 percent of the leading global investment managers, and more than 60 percent of U.S. mutual funds. The Unity® platform from Confluence addresses a wide range of problems from performance measurement to customized reporting for a full array of domestic and international managed investment products, including mutual funds, funds of funds, collective funds, separate accounts, and variable products, as well as hedge funds and other alternative investments. Headquartered in Pittsburgh, PA, Confluence serves the international fund industry with key locations in San Francisco, CA, London and Luxembourg. For more information, visit [info@confluence.com](mailto:info@confluence.com).

## **Key Messages – Webinar: Evolution in the Hedge Fund Back Office**

### **Confluence is a global leader.**

- a. Founded in 1991, Confluence is a global leader in fund administration automation.
- b. Confluence's products are used by 40 percent of the leading global investment managers, and more than 60 percent of US mutual funds, as well as service providers to automate a range of fund administration processes.
- c. The company also works with hedge funds and providers of alternative investments.
- d. Confluence is based in Pittsburgh, San Francisco, London, and Luxembourg.
- e. We work with clients such as The Principal Financial Group®, T. Rowe Price, Bank of New York Mellon (has hedge funds), and Transamerica, and service providers such as AIS Fund Services (hedge fund administrator) and U.S. Bancorp Fund Services.

### **Hedge Fund Specific Messaging: Need is greater than ever -- investor, regulator and auditor demand for transparency, scalability and risk control.**

- a. In the wake of the global financial crisis, heightened emphasis on risk control, transparency and scalability is redefining hedge fund administration best practices.
- b. Hedge funds are looking to restore investor confidence, and bracing for the promise of new regulation and robust growth.
- c. Confluence sees an urgent opportunity to help the industry respond to these growing pressures.
- d. Manual spreadsheets and labor-intensive reporting systems simply do not meet the demands of today's post-crisis environment.
- e. Automation has become both a key to survival and a competitive differentiator.

### **The Unity® Platform**

- a. Confluence's Unity® platform is the first and only unified software platform to enable the automation of critical fund administration processes—including the collection, creation, confirmation, and delivery of investment product data.
- b. The software platform helps companies manage a wide range of regulatory, financial and marketing reporting requirements—meeting the needs of auditors, regulatory bodies, shareholders, and “internal clients.”
- c. It also ensures data integrity. The platform leverages one centralized database for all reporting and data management needs. Data is entered only once and then stored in a central database to be reused for multiple reporting purposes, minimizing the risk of errors.
- d. This is a far cry from the multiple redundant processes most fund companies used before Confluence was founded in 1991.