



## **InfoHedge Authorized as Hosting Services Provider for Tradar's Insight™**

**NEW YORK and LONDON, October 18<sup>th</sup>, 2010** – InfoHedge Technologies, a leading provider of IT services and solutions to the alternative investment industry, and Tradar, a leading provider of software and services to the global investment management industry, announced today that InfoHedge has been selected by Tradar as an Authorized Hosting Provider for Tradar Insight™, Tradar's award-winning portfolio management system.

This partnership enables Tradar's client base to have an option of deploying Insight™ as a hosted ASP based solution via InfoHedge's managed hosting and Citrix infrastructure. End users now have an ability to access the application not only from their office PCs but also from any remote computer as well as Apple iPads with the data securely hosted and backed up by the InfoHedge Hosted Platform™ infrastructure.

"We are very pleased to welcome InfoHedge as a Hosting Partner," said Gerry Gualtieri, CEO of Tradar. "InfoHedge's team has been delivering outstanding hosting and support services to our clients for more than five years. With InfoHedge's recent cutting edge innovation in the Remote Application Delivery space, we feel sure that this partnership will deliver a tremendous value to our clients."

"This new collaborative relationship with Tradar enables us to deliver services to Tradar's many clients worldwide as part of the powerful InfoHedge Hosted Platform™," said Alexander Kouperman, President of InfoHedge Technologies. "Being able to access your desktop environment along with trading systems on iPads has been a huge hit in our client community. We are excited about becoming the vendor of choice for Remote Application Delivery."

### **About InfoHedge**

InfoHedge Technologies ([www.infohedge.net](http://www.infohedge.net)), is a leading provider of IT services and solutions to the alternative investment industry. InfoHedge is focused on delivering InfoHedge Hosted Platform™ as a cost-effective, enterprise grade alternative to traditional IT infrastructure. Our product enables alternative investment firms to access a robust platform with embedded Compliance, Disaster Recovery, Market Data, FIX Connectivity, File Storage, Remote Access, Messaging, Monitoring, and Third Party Applications on subscription basis with 24/7 support. InfoHedge offers systems integration services in the portfolio accounting, reference data, risk management, and trade execution areas. InfoHedge client base consists of hedge funds, fund administrators, RBDs FoF, exchanges, and investment advisors with a combined AUM of over \$300BB.

### **About InfoHedge Hosted Platform™**

InfoHedge Hosted Platform™ delivers enterprise grade technology platform over the wire from SAS 70 Type II facilities on a flat fee subscription basis. Embedded Disaster Recovery & Compliance features coupled with our standard Due Diligence Reply document will enable you to put investors at ease as well as serve as a comprehensive

tool during a potential regulatory or registration process with SEC, FINRA, SIPC, MSRB, NFA and other agencies. The product is designed to deliver optimal TCO, ease of relocation, highest level of security, and does not require an initial capital investment into server systems. InfoHedge is a Single Custody Provider and does not outsource any of the product features, all systems are owned, designed, and operated by InfoHedge.

### **About Tradar**

Tradar is a leading supplier of portfolio management and accounting solutions to the buy side, with in excess of 220 clients across more than 30 countries worldwide. The solution is highly scalable and typical clients range from investment managers with US\$10m to US\$10bn AUM. Founded in 1997, Tradar offers a multi-asset class platform based on Microsoft SQL Server and .Net that can be applied to virtually any trading strategy. Tradar has offices in London, New York, and Hong Kong.

### **About Insight™**

Developed entirely from the ground up, Insight is Tradar's flagship portfolio management and accounting software package. Its scalable nature supports asset managers of all sizes with highly flexible real time reporting, portfolio analysis, reconciliation and compliance tools. Working from a single interface, Insight's STP and close integrations with third-party and proprietary software improves operational efficiency across the business. Reports include NAV and P&L, cash management, commissions, turnover, exposures, reconciliation, repos and stock loan. The intuitive rules manager of the compliance module allows users to configure rules simply by setting limits, warning limits and override levels. Implementation time is short, and Insight's lightweight footprint keeps the TCO low.

[www.tradar.com](http://www.tradar.com)

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