TODAY’S AGENDA

• Respondent Profile
  • Assets
  • Strategy
  • Offices/Employees
• Data Findings
  • Front Office
  • Middle & Back Office
• Looking Forward

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Total Respondents = 279

Respondents by Location:
- United States: 74%
- United Kingdom: 18%
- Asia: 8%

Firms by Type:
- Hedge Fund: 58%
- Investment/Asset Manager: 13%
- Private Equity: 11%
- Fund of Fund: 13%
- Family Office: 3%
- Other: 2%

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SURVEY RESPONDENTS

Assets Under Management

- Less than $100M: 39%
- $101-500M: 33%
- $500M+: 28%

Investment Strategy

- Equity L/S: 50%
- Credit: 24%
- Fixed Income: 3%
- Emerging Markets: 4%
- Event Driven: 5%
- Distressed Debt: 6%
- Other: 8%

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SURVEY RESPONDENTS

Number of Employees

- 1-10: 6%
- 11-50: 8%
- 51-100: 34%
- 101+: 52%

n=279

Number of Office Locations

- 1: 63%
- 2: 7%
- 3: 22%
- 4: 6%
- 5+: 2%

n=279

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Top 5 Prime Brokers consistent with 2014 results:

- Goldman Sachs: 55
- Morgan Stanley: 34
- JP Morgan: 16
- Credit Suisse: 13
- UBS: 11
- Other: 73

n=194
DATA FINDINGS

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Order/Execution Management
Market Data
Market Analytics
Research/Document Management

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ORDER MANAGEMENT

- Eze OMS, Bloomberg are top choices in 2014

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MARKET DATA & ANALYTICS

- Bloomberg continues domination

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Most firms managing documents in-house
MIDDLE/BACK OFFICE

- Portfolio Accounting
- Risk Management
- Fund Administration
- CRM System
- Message Archiving
- Mobile Technology

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• Advent remains top vendor with Geneva, Axys
RISK MANAGEMENT

• Majority of firms are NOT using risk management tools
Citco remains top Fund Admin used by respondents

- Citco: 31%
- SS&C GlobeOp: 22%
- Northern Trust: 13%
- JP Morgan: 7%
- State Street: 4%
- Other: 3%
- None: 4%

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• Backstop, Salesforce, Pertrac top CRM choices
MESSAGE ARCHIVING

- Most firms in industry are using Global Relay
Most firms supporting multiple devices, BYOD

![Mobile Technologies Chart]

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TRENDS OUTLOOK

Investor Due Diligence

The Cloud Evolution

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**QUESTIONS?**

**Additional Resources**

**Whitepaper:**  
*Why the Billion Dollar Club is Headed to the Cloud*

**Report:**  
*Cloud Usage Trends within the Investment Management Industry*

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