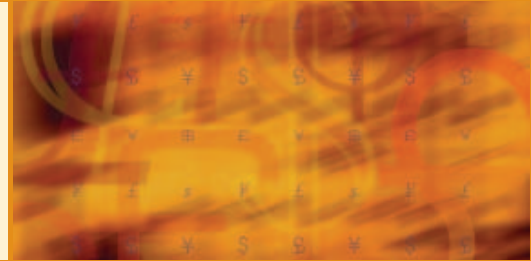


NETAGE SOLUTIONS, INC.

CAMBRIDGE, MASSACHUSETTS

www.netagesolutions.com



Netage Solutions, Inc. is a leading provider of deal, investor, and compliance management software for the alternative assets industry. Netage Solutions' Dynamo product suite is a flexible, cost-effective customer relationship management (CRM) system built with the Microsoft® .NET Framework and Microsoft SQL Server™. The Dynamo platform leverages Microsoft Outlook® to simplify complex reporting processes for investors working with private equity funds, hedge funds, and funds of funds.

> **Opportunity & Innovation** With the alternative assets industry facing increasing regulatory scrutiny, the need for a robust CRM solution to help organizations streamline reporting processes and meet compliance requirements is all too apparent. Netage Solutions created the Microsoft-based Dynamo platform to meet these needs while ensuring the flexibility to adapt to new industry requirements. With hedge funds and other alternative funds becoming more popular with investors, the Microsoft technology foundation was integral

to guaranteeing the fastest time-to-market and rapid user adoption.

Dynamo extends the familiar Outlook program to offer customers a powerful, customized tool to manage clients and prospects, track fund-level information, and support regulatory compliance—without having to learn a new program or database. Users can link clients to specific funds, track and store all correspondence, and leverage over 25 automated reports for fund activity and compliance. Because investment history is tracked across share classes, investors can track additions, withdrawals, and other transactions by dollar amount. The Microsoft-powered solution brings a vertical-specific CRM platform to the industry, improving the productivity of investor relations by as much as 25 percent.

Landmark Partners, an alternative investment firm managing private equity and real estate funds on behalf of institutional investors, relied on Dynamo to manage its fundraising efforts—a process critical to

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—Daniel Fleming, *Trustee, Jesper Capital, Ltd.*

revenue generation. “The Dynamo platform emerged as a preferred solution because of its integration with Outlook, intuitive interface, and comprehensive reporting functionality,” says Tarra Marie Mitchell, Director at Landmark Partners. Although the target amounts for fundraising are fixed, Dynamo increased the rate at which the firm raised funds, thereby making capital available faster for investment and operational needs. The solution provided a central location for all fund data, tracked all prospective client interactions, and enabled users to access fundraising reports quickly by using the standard Outlook interface. With immediate access to centralized client and fund data, in addition to increased collaboration, Landmark Partners estimates a 15 percent increase in overall productivity for the fundraising team.

> **Microsoft Partnership** “For Netage Solutions, partnering with Microsoft has opened up a vast resource base,” says Daniel Fleming, Trustee at Jesper Capital, Ltd. “Development cycles have improved because of access to superior technology and supporting tools.

Building the Dynamo product line on the .NET platform was a strong choice due to the realized operational efficiencies and rapid time-to-market.”

Netage Solutions continues to work on joint sales and marketing events with Microsoft, presenting the Dynamo solutions platform to various prospects in the alternative investments industry. Netage Solutions is a Microsoft Certified Partner.

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