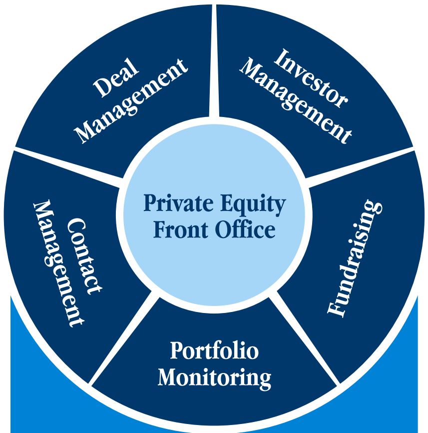
DealDynamo™
The Private Equity CRM.

NetageSolutions
Proven software for the alternative assets community.

Standard Edition



DealDynamo™ helps private equity and venture capital funds manage all functions of their front office to improve employee productivity - deal, contact, and investor management and reporting.

Benefits:

Improve deal management

Manage the deal pipeline. Reduce information overload with reports and Outlook views. Track referral sources. Set follow-ups, tasks, and reminders.

Streamline investor relations

Eliminate “fire drills” when investor correspondence is due. Generate mail merges to predefined groups and send it in their preferred way (fax, email, paper).

Centralize information storage

Store all information in one place. Spend more time doing deals, not looking for emails and attachments. Preserve intellectual capital when employees leave.

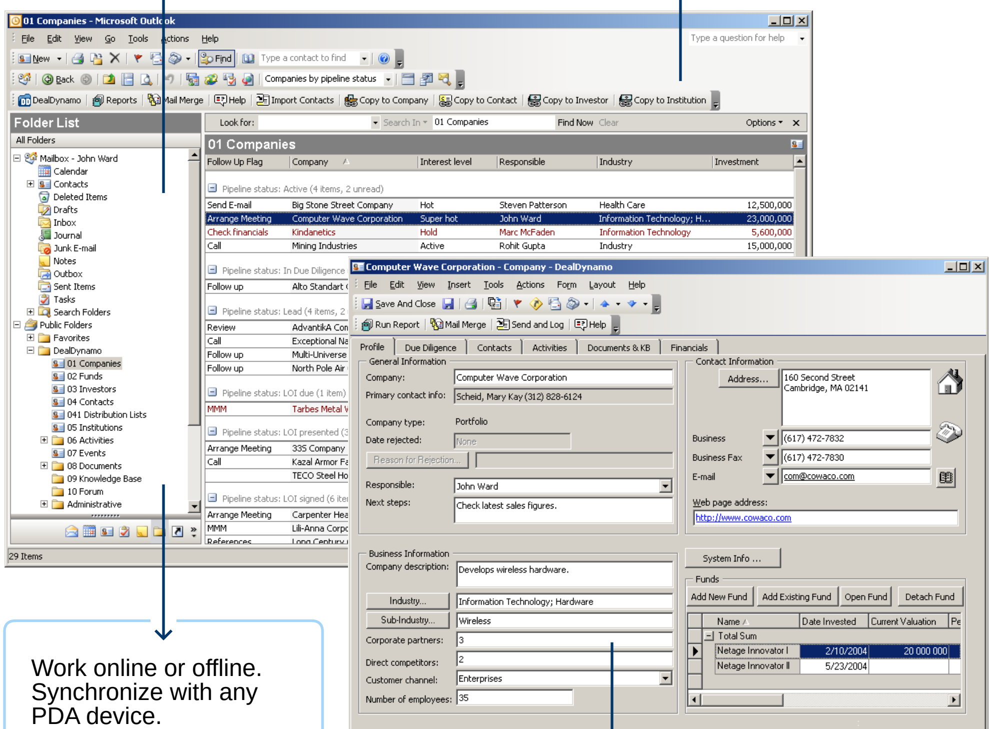
Access from Outlook and PDAs

Access all data in Microsoft Outlook - online or offline. Work on the road to query the database and sync contacts to your BlackBerry or other PDAs.

DealDynamo™ Standard is the industry’s only Outlook-based deal, contact, and investor management system for the midsize private equity and venture capital firm. It combines an intuitive Outlook interface with powerful industry-specific functionality and quality “corner-office” managerial reports.

Access DealDynamo™ through Outlook. Manage your emails, appointments and tasks in Outlook and link them to deals, contacts, and investors.

Run built-in reports and standard Outlook views or customize your own.



Work online or offline. Synchronize with any PDA device.

Use hundreds of industry-specific fields (or add your own) to track deals, investors, prospects, and third parties.

What our customers say:

“As an Outlook-based firm, we were searching for a way to consolidate our contacts, dealflow and fundraising activities. DealDynamo™ integrates these seamlessly in one tool.”

Robert Smith
Petra Capital Partners

“DealDynamo™ has centralized and automated our fundraising and investor management within MS Outlook. Its role-based mail merge functionality has drastically reduced the work on sending investor and prospect correspondence, while the reports help us track everything from the deal pipeline to contact interrelationships.”

Jan Hoerrner
Director of Administration and Investor Relations
Perseus-Soros Bioscience Fund

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Quick-start private equity CRM in Outlook:

Microsoft Outlook integration	Work online or offline, with access to deals, contacts, intermediaries, funds, investors, documents, and more. Ensure quick user adoption with the familiar Outlook interface.
360-degree deal pipeline view	View and manage pipeline activity and history, including contact information, correspondence, contact roles, deal team assignment, financials, and more.
Contact and relationship management	Keep your contacts in Outlook, but use DealDynamo™ to leverage your network through relationship linking. Track contact roles with respect to deals (referral source, CEO, attorney, etc.) and institutions (capital calls contact, fundraising prospect, gatekeeper, etc.).
Activity log	Keep a history of all communication (emails, meetings, phone calls, mail merge correspondence, etc.) with contacts, deals, and investors.
Productivity and workflow tools	Link incoming and outgoing emails to company and people profiles, run automated mail merges to selected contact groups, and set reminders and follow-up flags for your pipeline. Move a deal through multiple stages, adding information as it progresses without data re-entry.
Document and knowledge management	Store, organize, and search documents for every deal, fund, investor, and contact. Retain and share intellectual capital in a centralized system.
Investor correspondence management	Generate automated personalized capital calls and distribution letters from Excel, Word and DealDynamo™ that run in minutes and are distributed by email, fax, or regular mail.
Fundraising	Track high, low, and committed amounts, fund closings, documents sent and received, and fundraising contacts at each prospective investor. Use the Mail Merge Wizard to send customized, personalized correspondence to each prospect and log all activity for review.
Intermediary and referral management	Track referrals, business relationships with third parties (investment banks, law firms, etc.) to identify and reward the most profitable deal sources. Run marketing campaigns to keep contacts updated or simply to add an extra "touch point" to the relationship.
Reports	View, sort, and filter a range of reports (deal, contact, investor, fund, intermediary), track deal activity, forecast fundraising, and evaluate employee performance.
Integration with Microsoft and third-party systems	DealDynamo™ Standard is an add-on to Outlook and integrates with Microsoft Office and third-party systems to improve reporting and contact synchronization across the firm. Integrate with InvestorDynamo™ Online Reporting to upload investor documents on a secure web portal.
PDA accessibility	Sync contacts on your PDA (BlackBerry, Palm, etc.) or query the database from the road for immediate access to information.
Support and services	Receive free upgrades and updates and unlimited support with ticket tracking and resolution. Import legacy data with built-in tools.

Netage Solutions, Inc. has been a leading global provider of software for the alternative investments community - private equity, hedge funds, funds of funds and institutional investors - since 1998. Intuitive and industry-specific, our solutions improve the productivity of investor relations and deal teams worldwide. Our clients manage approximately $100 billion, report their results to over 10,000 investors, and employ over 1,000 professionals.

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Microsoft CERTIFIED Partner