



Alphaserve Conference to Demystify Hedge Fund Technology Costs

Alphaserve Technologies Survey Finds 20-30% Savings from IT Management Services, Full Results to be Released at October 12th Conference for Hedge Fund CFOs and COOs

New York – September 19, 2011 – With volatile financial markets putting pressure on profits, Chief Financial Officers and Chief Operating Officers at hedge funds and private equity funds are increasingly searching for savings and efficiencies in technology at their management companies. Alphaserve Technologies, a vendor-agnostic technology advisor to more than 120 marquee hedge funds and private equity funds, today announced that they will unveil the findings of an exhaustive study of hedge fund IT costs at their October 12th hedge fund technology conference. One key finding of the study shows that the evolution of proactive, scientific IT support services coupled with the rise of cloud technologies and advances in virtualization and application delivery has lowered the total technology costs of running hedge funds and private equity funds by 20% to 30%.

The survey of over 2,500 hedge funds was conducted by Alphaserve in conjunction with Rothstein Kass in advance of their conference entitled 'Cost Economics of Technology in Today's Hedge Fund Market' which will be held October 12th at 12.00 noon at the Yale Club in New York City. Arup Das, CEO and CTO of Alphaserve Technologies, Andrew DeMontille with Business Advisory Services at Rothstein Kass, and fund manager panelists will share key information about IT operations, technology life cycle and total cost of ownership (TCO) benchmarking for CFOs and COOs of top hedge fund and private equity funds.

"While the cloud is important, it isn't the whole story when it comes to cost effective, institutional-class hedge fund technology," commented Mr. Das. "Not all the cost-savings require new hardware and software. Thoughtful analysis of existing infrastructure can extend a system's usable life by another 12 months to 18 months," he added.

Additional details from the in-depth study of the technology-related expenses of more than 2,500 hedge funds will be released at Alphaserve's conference.

"At the risk of stating the obvious, the fact is that technology continues to move ahead very fast and it's extremely difficult to stay on top of developments. This conference is intended to bring CFOs and COOs up to speed," commented Mr. Das. "Our role is to aggregate and disseminate information to empower our clients to make smart decisions," he added.

Sponsored by Rothstein Kass, Seagate i365, and Alphaserve Technologies, the evening conference is open to C-Level executives with responsibility for technology systems. For more information, please contact Shalini Khan at skhan@alphaserveit.com.

About Alphaserve Technologies

Alphaserve Technologies serves as the IT advisor to over 120 financial services clients around the world including marquee hedge funds, banks, private equity firms, broker dealers, and midsize and startup hedge funds. Alphaserve Technologies 'smart sources' with your team by translating 'tech talk' into tangible and meaningful business opportunities. Our clients engage us to gain institutional class IT expertise that is scaled to fit the size of their firm in the areas of Advisory, Integration and Managed Services (A.I.M.). Alphaserve offers cost-effective services that strategically align your business goals and processes with technology requirements. To learn more, please visit www.alphaserveit.com

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