



## Hedge Funds With Combined \$54 Billion AUM Flock to Alphaserve Technologies' 'Fixed Price' IT Platform In Last 6 Months

### Lower Fixed Costs, No Time and Materials Billing Attracts Large, Brand Name Funds and Startups

New York – March 1, 2011 – Hedge funds all over the globe are realizing that they can no longer afford to address IT problems after they have already done harm to fund operations nor pay IT firms exorbitant amounts to fix problems that could have been prevented in the first place. It is for this reason, says Alphaserve Technologies, the IT advisor to many of the world's largest hedge funds, that funds with a combined \$54 billion in assets under management (AUM) have purchased its fixed price IT outsourcing services known as Manage IT™.

"Managers should demand of their IT provider the same that any institutional investor would demand of them: to have some skin in the game," says Arup Das, CEO and CTO of New York-based Alphaserve Technologies. Alphaserve's fixed price model charges funds a set amount per month for proactive IT support and maintenance regardless of the actual cost of time to maintain an optimal user experience. This financially incentivizes Alphaserve to proactively prevent problems rather than reactively respond to them. By contrast, a traditional IT firm is paid for its time and materials to fix technical issues after they have already impacted fund operations. Moreover, unlike Alphaserve, such traditional firms bear none of the costs associated with IT problems and perpetually bill to fix them.

"By our estimate, over 95% of outages are avoidable through best practice designs combined with cutting edge methodologies. We utilize enterprise diagnostic tools and a wealth of network operations knowledge and experience to pinpoint and address problems before they happen," states Mr. Das.

Importantly, the Manage IT™ solution scales to fit and effectively serve small, medium and large funds. This scalability means that startup funds don't face the prospect of spending millions of dollars to institute an institutional grade IT infrastructure. Moreover, these funds don't need to set large budgets to repair this infrastructure should problems occur.

"Fundamentally, the traditional outsourced IT model is obsolete," adds Mr. Das. "Under that system, the longer a problem takes to fix, the larger the bill. There is no incentive to remedy a problem quickly. However, given that a deluge of hedge funds from the largest brand name players to the smaller startups are seeking out Alphaserve for its fixed price system, the marketplace is telling us that the days of deploying a technology generalist to an unknown problem and billing for it are well and truly over."

To learn more about Alphaserve's Manage IT™ system please visit: <http://www.alphaserveit.com/managed-services/>

### Alphaserve Technologies

Alphaserve Technologies serves as the IT advisor to over 100 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](http://www.alphaserveit.com)

###

### Media Contacts:

Mitch Ackles  
(305) 444-9868  
[mitch@hedgefundpr.net](mailto:mitch@hedgefundpr.net)

Will Thompson  
(267) 221-6056  
[will@hedgefundpr.net](mailto:will@hedgefundpr.net)