



SUNGARD

ASSET ARENA
TRANSFER AGENCY

Real-time Transfer
Agency Solution

Confronted with global economic uncertainties, investor demand increases every day. And, while investment performance is the responsibility of the asset manager, it is the transfer agency service provider who delivers the confidence that records are accurate and reports are timely and transparent.

At the same time, you must adjust your competencies to accommodate the exploding array of non-traditional fund products; such as hedge funds, collective trusts, exchange traded funds (ETFs), non-U.S. based funds - and other vehicles requiring transfer agency support.

Asset managers are broadening their relationships with trusted service providers as they launch these more complex and varied products. The challenge is to maintain that trusted relationship and provide the security that you can grow with them without adding staff.

In today's marketplace, you need to be able to support the asset manager with flexible solutions that can adapt to market volatility and product evolutions including business process management tools that automate redundant functions, manage workflows, monitor processing activities and generate instantaneous alerts and processes for items requiring immediate action.

Companies like yours that step up to the challenge of meeting the industry's soaring demands are discovering that the accuracy, quality, and speed of their transfer agency's capabilities offer a key advantage - and differentiator - for their businesses.

DISCOVER THE BENEFITS OF ASSET ARENA TRANSFER AGENCY

The closer you look at Asset Arena Transfer Agency, the clearer your choice will be. With SunGard behind your efforts, your

operational and administrative tasks just keep getting easier. Employing all-in-one, best-of-breed technology, SunGard applies a broad menu of robust, flexible and cost-efficient solutions to enable you to meet investors' needs for real-time access to their accounts - and much more - in a fully integrated platform of services. Our customers benefit from a full menu of capabilities for investor servicing, investment management and investment operations.

INCREASE YOUR PRODUCTIVITY AND EFFICIENCY

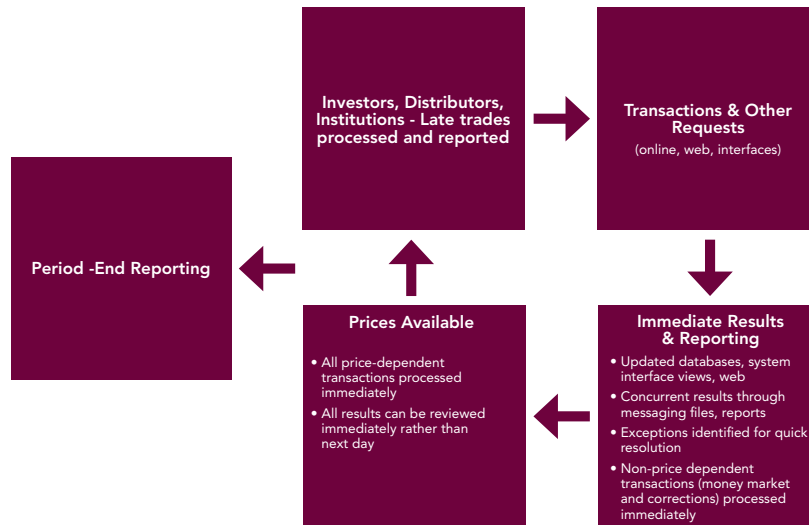
With our powerful suite of system tools, you can increase productivity and efficiency while remaining flexible. From portal access for account holders, dealers, institutions and interested parties to automated reconciliation, reporting and exception management, Asset Arena Transfer Agency's broad menu of capabilities provides flexible, real-time results and instantaneous data delivery.

Flexible and user-friendly, our intuitive interface enables you to reduce training time, while adding versatility for staff resources to work on cross-functional activities. When spikes in activity occur, you can smooth out the workload as you broaden your staff's abilities to handle multiple activities.

"Asset Arena Transfer Agency offers the flexibility and customization to accommodate our clients' specific regulatory needs."

Maureen A. Quill,
senior vice president, Investor Services,
UMB Investment Services Group

Real-Time Transfer Agency systems work smarter-efficiently editing, posting, and reporting transactions all the time.



DESIGNED TO EXPAND AS YOUR BUSINESS GROWS

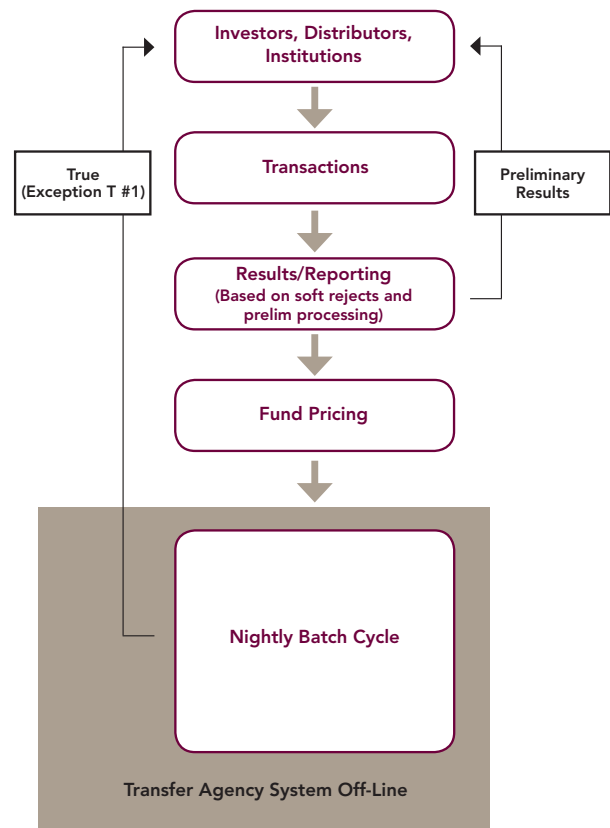
With the scalability to support the data volumes of the world's largest asset managers, our solution also has the flexibility to address unique servicing requirements.

Through our multi-currency trading and payment capabilities, Asset Arena Transfer Agency enables expansion into strategic global regions with the efficiency of a single platform.

EMPOWERING DATA DELIVERY, REAL-TIME

Improve your transfer agency efficiencies with our rich functionality and vast network infrastructure. Let our tools handle your data demands, while you focus on person-to-person client services.

Batch Transfer Agency systems are always playing catch up. Posting occurs only once daily in a lengthy batch cycle.



Asset Arena Transfer Agency can promote and facilitate your interaction with trading networks and portals, while providing immediate improvements in timeliness and accuracy. The system also supports Web-based client access to investor information. SunGard's solution connects seamlessly with other applications to facilitate straight-through processing and distribution of investment products.

comprehensive system edits, integration with compliance reporting tools and complete audit records.

OPTIMIZE YOUR OPERATIONAL EFFICIENCIES WITH ASSET ARENA TRANSFER AGENCY

“Asset Arena Transfer Agency supports our business goals by providing a scalable, cost-effective platform capable of supporting specialized processing activities.”

Chris Koons,
senior vice president,
Atlantic Fund Administration

RELATIONSHIP REPORTING SPOKEN HERE

Money management is a relationship business. To have a clear understanding of investor and dealer relationships requires the openness and flexibility of a fully relational reporting database that provides real-time information delivery options, including:

- Streaming to enterprise data repositories
- Support for a variety of reporting tools
- Access to real-time and periodic data

The importance of regulatory compliance and transparency can hardly be overstated today. That's why Asset Arena Transfer Agency not only helps manage the risks associated with the accuracy of investor records, but also provides real-time data,

Your technology or ours; integration is easy	APIs and Web Services allow easy integration with other SunGard products, your own technology, or any combination.
Connected to the world	Fund groups can seamlessly connect real-time with services they need, including trading networks like the NSCC and STN Funds as well as a wide variety of industry portals.
Powerful, yet flexible capabilities	Investor and Advisor web-based portals open to an array of options specifically tailored to each fund group.
Asset Arena Transfer Agency never rests	Available 24/7 to support domestic or global activities.

GLOBAL EXPERTISE

Every day, customers around the world rely on Asset Arena Transfer Agency to meet their needs for accurate and timely processing and reporting, as well as streamlining workflows. Covering nearly all account and security types, our world-class solution is supported by an integrated general ledger that adheres to standard procedures for valuation, calculating gains, documenting transactions and relieving tax lots – in addition to automating the

processing of assets based on multiple currencies and jurisdictions on a single global platform.

processing quickly and cost-effectively. A meta data-driven architecture, which powers advanced 'search' and 'help' functions, also allows customers to tailor the user interface without modifying source code.

ON TOP OF TECHNOLOGY

Platform-independent and scalable, our solution's message-based integration with third-party systems and data sources helps customers achieve straight-through

Asset Arena Transfer Agency easily integrates with other SunGard front-, middle- and back-office solutions, as well as provides open messaging APIs and connectivity to other applications.

If you are looking for a transfer agency solution that can meet today's increasingly complex demands, Asset Arena Transfer Agency has you covered.

Features	Benefits
Powerful, scalable server-based platform	<ul style="list-style-type: none"> Permits a highly flexible deployment, matching sizing to processing needs Easily upgradable Exceptional monitoring and scalable development tools
Fully relational Oracle® databases	<ul style="list-style-type: none"> Supports efficient, high-volume processing Readily accessible data Available real-time data streaming
Browser-based user interface	<ul style="list-style-type: none"> Eliminates desktop installation and maintenance Intuitive navigation and customizable presentation lower training needs Integrated quick links to the customer's important reference data
Interactive self-servicing	<ul style="list-style-type: none"> Reduces total cost of ownership (TCO) with increased options for flexibility: <ul style="list-style-type: none"> Shareholder and Institutional web portals Integrated Voice Response support Industry portal integration
Open access through available Web Services and XML-enabled APIs	<ul style="list-style-type: none"> Highly flexible, customizable tools to integrate across the customer's IT infrastructure Real-time Clerical / Financial Transaction Messaging Service
24x7 system availability	<ul style="list-style-type: none"> Maximizes access to support global operations and support centers Available when you and your customers need it
Integrated Business Process and Content Management	<ul style="list-style-type: none"> Distributes work throughout the organization, capturing and archiving it based upon your rules Utilizes sophisticated tools to: <ul style="list-style-type: none"> Track, manage and improve data flow Optimize resource utilization Improve quality and reduce exception processing

In addition, Asset Arena brings together other SunGard solutions under a common framework by leveraging collaboration technology such as Common Services Architecture (CSA), similar in effect to the industry standard, Service Oriented Architecture (SOA). Through Asset Arena's value-added approach, we incorporate other compelling technology features including Business Process Management (BPM) and software-as-a-service.

FLEXIBLE DEPLOYMENT OPTIONS

Asset Arena Transfer Agency is available on an installed or ASP basis. With our ASP offering, you can benefit from our world-class technology hosting services while reducing your total cost of ownership (TCO). It also means that SunGard can deliver new technology and functionality to you and other ASP clients quickly by leveraging SunGard's ASP infrastructure. The ASP model also provides you with the freedom and flexibility to deploy your resources to more revenue-generating roles if you choose. Let SunGard handle the time-consuming responsibilities of equipment management, version upgrades and disaster recovery while your company competes in the marketplace. SunGard can work with you on the best deployment decision for your needs.

"Asset Arena Transfer Agency is a critical component of our daily operations..."

Brian Pollard,
Worldwide head of transfer agency,
Northern Trust Global Fund Services group



Benefits of ASP

- Leverage SunGard expertise in providing ASP solutions to the financial services industry
- Scale in procurement of hardware and software through SunGard's relationship with leading IT providers
- Professional management by those who understand the application best
- Advanced disaster recovery options provided by SunGard, a leader in DR services
- Seamless delivery of fully-tested application upgrades
- 24/7 on-site application and infrastructure support and monitoring

ASSET ARENA CONSULTING

Asset Arena Product Consulting Services are designed to maximize the value derived from our products while enhancing your company's existing business processes. Our expert consulting services offer an extraordinary degree of specialized product knowledge coupled with industry best practices.

Leveraging our strengths in the areas of investment management operations, process optimization and product implementation, our goal is to create the best solution for your technical and business needs. Our methodology helps ensure that the recommendations we make provide high value to each customer's specific business situation and are consistent with your organization's business priorities.

ABOUT ASSET ARENA

Asset Arena is SunGard's global suite of products and services for asset managers, institutional investors, and traditional and alternative fund administrators. Asset Arena supports the core functions of the asset management industry including investment management, investment operations and investor servicing.

By leveraging technologies such as business process management and software-as-a service, Asset Arena helps investment firms manage complexity, increase efficiency, and reduce costs and operational risk, while maintaining agility to respond to changing business and regulatory requirements.

ASSET ARENA TRANSFER AGENCY SUMMARY

- Real-time efficiencies
- Scalability
- Global reach
- 24/7 availability
- Superior technology

www.sungard.com/assetarena

Learn more about Asset Arena Transfer Agency

For more information e-mail assetarena@sungard.com

About SunGard

SunGard is one of the world's leading software and IT services companies. SunGard serves more than 25,000 customers in more than 70 countries.

SunGard provides software and processing solutions for financial services, higher education and the public sector. SunGard also provides disaster recovery services, managed IT services, information availability consulting services and business continuity management software.

With annual revenue exceeding \$5 billion, SunGard is ranked 435 on the Fortune 500 and is the largest privately held business software and services company on the Forbes list of private businesses. Based on information compiled by Datamonitor*, SunGard is the third largest provider of business applications software after Oracle and SAP. Continuity, Insurance & Risk has recognized SunGard as service provider of the year an unprecedented six times. For more information, please visit SunGard at www.sungard.com.

*January 2009 Technology Vendors Financial Database Tracker <http://www.datamonitor.com>

© 2010 SunGard. SunGard, the SunGard logo and Asset Arena, are trademarks or registered trademarks of SunGard Data Systems Inc. or its subsidiaries in the U.S. and other countries. All other trade names are trademarks or registered trademarks of their respective holders.

AATAv3