



**FOR IMMEDIATE RELEASE**

**INDATA LAUNCHES iPM PERFORMANCE AT THE 2010 GIPS STANDARDS ANNUAL CONFERENCE**

SAN FRANCISCO, CA — SEPTEMBER 29, 2010 -- INDATA®, a leading industry provider of SaaS (Software as a Service) for buy-side firms including trade order management (OMS), compliance, portfolio accounting and front-to-back office today announced the release of INDATA iPM Performance at the 2010 GIPS Conference in San Francisco, CA.

iPM Performance, the latest addition to the iPM Technology Platform, proactively monitors rates of return on multiple levels including total portfolio, asset classes, sectors industries, securities and composites on a multi-currency basis. When rates of return fall out of a predetermined range, performance administrators are automatically alerted in real-time and provided with descriptive information to help them validate the return or determine any data discrepancies. The system then guides end users on how to correct data related errors if required.

In addition, iPM Performance proactively monitors all performance composites and alerts performance administrators if portfolios are in violation of the minimum asset level and large cash flow rules as required for GIPS compliance. The system also provides an automated interface with ACA Beacon Verification Services for GIPS Certification. In one click, users can extract all of the information necessary for a GIPS audit saving significant time and eliminating any manual manipulation of data which can be prone to error.

One investment manager benefitting from INDATA's iPM technology is Bailard based in Foster City, CA. Bailard manages \$2 Billion assets for institutions and private clients. The firm has a global, multi-asset approach. "By having the iPM on top of everything related to our data, we are better able to focus on managing our investments and servicing clients," commented Sonya Thadhani, Chief Investment Officer. In addition to iPM Performance, Bailard uses iPM as the backbone for streamlining the portfolio management process and for coordinating back and front office interaction efficiently.

"Since releasing iPM in February of this year we have been very pleased by the uptake of iPM within the industry and within our client base," commented David J. Csiki, Managing Director, INDATA. "We feel that our latest offering, iPM Performance, gives our clients a strong competitive advantage going into next year where industry demands created by a changing regulatory environment will continue to have money management firms demonstrate better data management controls, compliance and transparency," he added.

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INDATA has released an industry white paper to assist firms with managing their performance data. The white paper is available at <http://www.indataipm.com>.

### **About Bailard**

Bailard proudly serves institutional and private clients nationwide with innovative, intelligently designed investment products. In its pursuit of investment excellence, Bailard applies its experience and passion for innovation to deliver both traditional and specialty investment strategies. Bailard takes pride in its strong history of client satisfaction, with some client relationships spanning four generations. For more information, please visit us at [www.bailard.com](http://www.bailard.com).

### **About INDATA**

INDATA® is a leading industry provider of SaaS (Software as a Service) for buy-side firms, including trade order management (OMS), compliance, portfolio accounting and front-to-back office. INDATA's iPM – Intelligent Portfolio Management® technology platform allows end users to collaborate in real-time across the enterprise. The company's mission is to provide clients with cutting edge technology products and services to increase operational efficiency while reducing risk and administrative overhead.

INDATA provides software and services to a variety of buy-side clients including asset managers, registered investment advisors, banks and wealth management firms, pension funds and hedge funds. Assets under management range from approximately \$25 million to over \$80 billion across a variety of asset classes (i.e. equity, fixed income, etc.) both domestic and international. For more information, please visit [www.indataipm.com](http://www.indataipm.com).

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Media Contact:

INDATA:

Kiersten Williams

212-521-4087

[kwilliams@williams-consult.com](mailto:kwilliams@williams-consult.com)