



Brandie Elizaitis  
Gravitas Technology  
O: 212 607-8209  
[belizaitis@gravitastechnology.com](mailto:belizaitis@gravitastechnology.com)

**Media Contact:**  
Jon Schubin  
Walek & Associates  
O: 212 590-0529  
C: 518 937-1880  
[jschubin@walek.com](mailto:jschubin@walek.com)

## **GRAVITAS EARNS ADVENT HOSTING PARTNER DESIGNATION**

### **Gives Advent Geneva® Clients Access to Industry-Standard Platform**

**NEW YORK – April 23, 2010** – Gravitas Technology, a leading technology solutions provider and business consultant to the alternative investment and financial services industries, announced today that it has been selected by Advent Software, Inc. (NASDAQ: ADVS), a leading provider of software and services to the global investment management industry, as an Authorized Hosting Provider for Geneva®, Advent’s portfolio management and fund accounting solution.

Gravitas clients will now be able to access Geneva® through GT360°, the company’s hosted application platform. GT360° connects a fund’s prime broker and administrator with their accounting and client reporting functions, giving a portfolio manager the necessary tools to make the best possible business and investing decisions. GT360° can be leveraged across all strategies and investment classes including commodities, equities, distressed, credit, loans and foreign exchange. The framework can be integrated with existing in-house systems or used by newly launching funds.

“By giving our Geneva® clients the opportunity to connect to multiple third-parties with Gravitas’ software platform and custom development expertise, we’re helping funds increase efficiency while decreasing fixed costs,” said Chris Momsen, Senior Vice President and General Manager of Global Accounts at Advent.

“The future of financial technology is away from large, fixed costs, and towards scalable and flexible solutions that provide funds with the reporting capabilities necessary to succeed,” said Gravitas CEO Jayesh Punater. “Our status as an authorized hosting provider for Geneva® further cements our ability to offer clients the tools they need to stay in front of technological developments.”

### **About Gravitas Technology**

Gravitas Technology is a leading technology provider to the alternative investment industry and to financial services companies. Founded in 1996, Gravitas today provides business consulting services, software development and systems integration to hedge funds, private equity funds, brokerage firms, investment banks, traditional asset management firms and small and medium sized financial services firms. Gravitas is focused on providing clients with creative solutions to



make their firms more efficient through outsourcing, colocation, disaster recovery and other innovative technological solutions. The company is based in New York with offices in Greenwich, Connecticut, Mumbai and Ahmedabad, India. [www.gravitastechnology.com](http://www.gravitastechnology.com).

**About Geneva®**

Geneva®, a global investment management and accounting platform, is a proven solution for asset managers, hedge funds, fund administrators, prime brokers, and mutual funds that require a high level of operational efficiency and easy access to real time data. Geneva® offers comprehensive instrument coverage, full financial general ledger, and industry-standard integration tools to enable firms to manage complex investment vehicles, multiple investment strategies, and tiered fund structures. For more information on Geneva® visit [https://secure.advent.com/info/pr\\_geneva](https://secure.advent.com/info/pr_geneva)