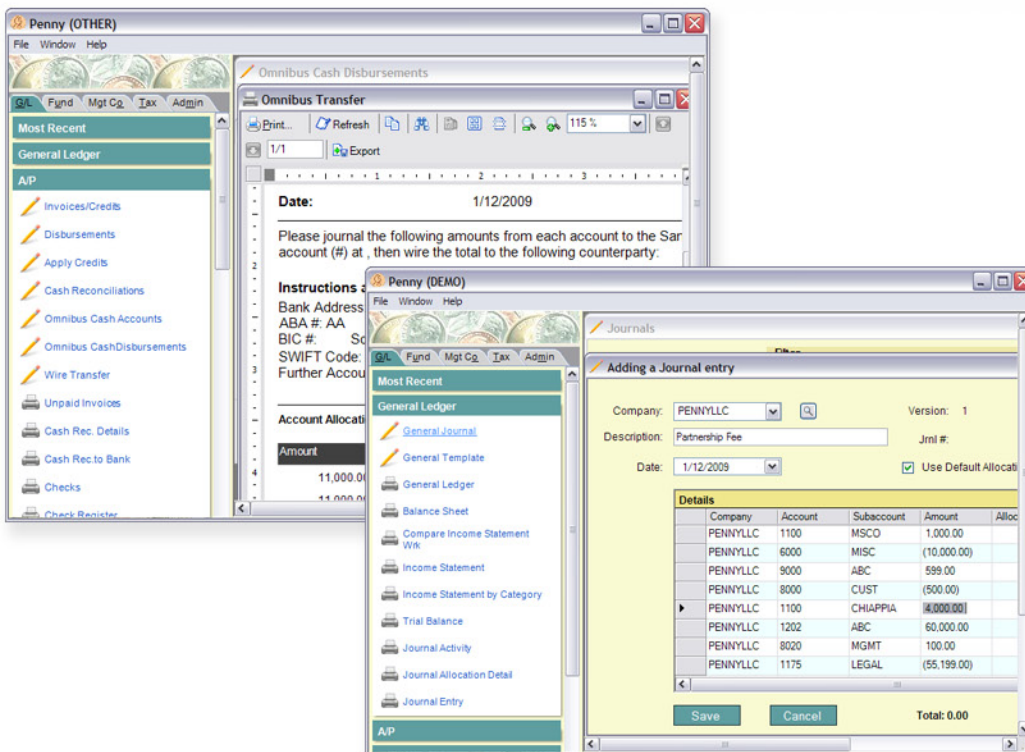


# Penny® - It Works: for Management Company Accounting

*The complex structure* of most fund groups, with their layers of management companies, can make a seeming simple task – like paying bills – an arduous chore. Penny® - written by fund accountings for fund accountants, makes back-office management a breeze.



“ Penny® allowed us to give the owners their allocated activity and capital balances. It is so simple to use that it actually makes accounting fun.”

- Chief Administration Officer, 3 billion dollar fund group



Integrate G/L, A/P, and Fund Expenses

Tailored to the unique accounting requirements of investment management:

- DISBURSEMENTS – bank or omnibus
- A/P – check-writing, wires, multi-currency
- G/L – customizable ledger categories and recurring journal entries

Automate Allocations

Easily spread G/L fees and costs across entities.

- FLEXIBLE METHODS – allocate by expense category, headcount, square footage, etc.
- COMPLEX ENTITIES – allocate between funds, to principals or groups; easy member changes
- DEFAULTS – and trackable overrides

Streamline Financial Reporting

Described by Reuters as “the next best thing to a crystal ball” Penny® reports on:

- INTERCOMPANY – across nested funds
- FINANCIAL STATEMENTS – capital balances
- BUDGETING – project and track activity



“ Penny® is the most flexible investment partnership accounting tool in the industry.”

- Gerry Ranzal, CPA Partner-in-Charge,  
Financial Services, Anchin, Block, Anchin, LLP

### Technical Overview

**Client Server Architecture**  
All you need is SQL-server and .NET.

**Seamless Integration**  
Accepts feeds from Geneva®, MSPA®, and other portfolio management systems.

**Fast Implementation**  
Initialize at any point and time and backload later by importing data from Excel or CSV.

**Rapid Data Entry**  
Intuitive user interface supports multi-tasking.

**Customization & Localization**  
Multiple currencies and date formats.  
Developer API.

**Powerful Reporting**  
Customizable reports. Audit trails.  
PDF or Excel exports.

## No-Risk Pricing

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Simple monthly “pay-as-you-go” fee based on assets under management.  
Average monthly per-user fee of \$800-\$1,500.

No large up-front licensing costs. No maintenance charges. Free quarterly enhancements.

Integration services available for large-scale conversions.

## FREE Demo

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Call Maria Solovieva at (914) 358-0016 to arrange a demo of Penny®-It Works.

## Fast Facts

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**640** Funds  
Using Penny®

**141** Billion  
Under Management

**2.5** Seconds  
to Close a Period

**20** Percent  
Top Administrators Use

**3** Weeks  
to Implement