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OPERATION MATTERS - VALUATION

TKS Enhances Penny Solution

By James LaDue

After 5 Years in the making, TKS accounting solutions partnership and shareholder solution hosted its first "Penny" conference in October of 2006. In response to hedge funds and investment firms increasing need to provide complete investor transparency and to demonstrate ongoing revenue growth, TKS has announced its "Penny" business intelligence data analysis software now offers enhanced functionality.

Designed to replace outdated spreadsheets with forecast budgets of five months to ten years down the road, allowing hedge-fund administrators to measure the quality of their investors thanks to increased shareholder accounting clarity, "Penny" software is tailored to easily accept and export data. The enhanced unified partnership shareholder accounting solution now allows investment firms to avoid large groups of redemptions through its newly-developed, greater insight forecasting and investor capital analysis with expanded performance calculations.

Offering data analysis functionality to funds through what TKS is marketing as a manageable, cost-effective solution, "Penny" also allows firms to forecast their revenue and capital base through detailed statistical presentation based on performance, fees and withdrawals. Moreover, the converter data tool is easily integrated into any back-office technology environment, is tailored to meet specific needs in the financial industry and allows companies to interface with all data platforms.

According to Ron Kashden, president of TKS Solutions, "Penny is specifically designed to handle the increased complexities of the investment industry, and our users will appreciate the care we took in ensuring that you can get up and running very quickly, start data analysis instantly and experience better decision making immediately....Funds using Penny's new and expanded performance features and calculations are experiencing greater competitive and market advantages because no other vendor offers our features in such an easy-to-use way."

Kashden went on to disclose "[The] driving force behind it was there was a lot of software to handle hedge funds everything through organization trade even evaluation. After the evaluation was struck, there was nothing to handle the floe. There would be problems with getting out the investor flow then feeding it into spread sheets to consolidate to send out statements. [Prior to the enhanced "Penny" solution,] This process was entirely manual, [for which the solution allows the] hedge fund management side to gauge investor income."

TKS Solutions and its flagship "Penny" software help firms better manage their investment partnerships and funds with detailed investor data through an open architecture platform. TKS Solutions serves firms around the world with totals ranging from \$50 million to \$20 billion under management.

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