



**FOR IMMEDIATE RELEASE**

## **InvestorForce and Advent Announce Strategic Relationship**

### ***Solution will Deliver Streamlined Workflow for Manager and Consultant Data Communication***

WAYNE, PA, and SAN FRANCISCO, CA, September 8, 2011 – InvestorForce, Inc., a leading software provider serving institutional investment consultants and investment managers and Advent Software, Inc., (NASDAQ: ADVS), a leading provider of software and services for the global investment management industry, announced today that they have formed a strategic alliance and will release a technology solution that eliminates manual effort required by managers and consultants to request and submit account-level performance data on behalf of their joint clients.

Unlike existing composite databases in the market, the workflow process for the collection and submission of account-level data is extremely inefficient for both investment managers and consultants. InvestorForce has developed a centralized, standard web-based data collection system called InvestorForce COLLECT™, which investment managers use to submit account-level performance data efficiently and securely to investment consultants.

Through this relationship, Advent and InvestorForce have created a data integration capability that automates the submission of account-level data from a manager's Axys® or Advent Portfolio Exchange® (APX) portfolio accounting system directly to COLLECT, eliminating nearly all of the manual effort now required by investment managers and consultants.

"The Advent-COLLECT data integration component has already proven to be an efficient process in enabling us to submit our clients' account performance data to consultants earlier and with less risk for errors," says Carla Phillips, Supervisor Portfolio Assistants/Vice President for Montag & Caldwell, LLC. "We've gone from three administrators manually updating the consultants' various client spreadsheets to one person creating the files in Axys® and automatically uploading the data to COLLECT".

InvestorForce COLLECT™ allows both managers and consultants to monitor data request fulfillment status via a real time, web-based dashboard. A built-in notification function allows consultants and managers to communicate and easily stay abreast of all data requests.

"We are thrilled to have established this relationship with Advent," notes Jim Morrissey, CEO of InvestorForce. "This is a significant step in making a cumbersome process that consultants and managers have experienced for years simple and efficient. InvestorForce consultant clients and Advent investment manager clients will both experience significant operational efficiencies as a result of this partnership."

"Our goal is to help clients focus on what matters most to them – providing the best service to their clients and growing their businesses," says George McLaughlin, Senior Director at Advent Software. "Working with InvestorForce gives us another opportunity to collaborate and develop solutions that make our clients' lives easier."

The Advent-COLLECT data integration solution is now available to managers using Advent Axys® or APX. InvestorForce and Advent will be exhibiting their solutions at the Advent Connect Conference being held September 12-14<sup>th</sup>, 2011 in Boston, MA.

### **About InvestorForce**

InvestorForce provides institutional investment consultants with the only integrated solution for daily monitoring, analysis, and reporting of institutional asset performance. Using InvestorForce's proven web-based software platform, institutional consultants provide plan sponsor clients with real-time manager performance data, analytics, and insight into management of the portfolio. In addition, consultants can automate and expedite the process of compiling periodic fund performance reports, driving operational efficiencies as well as better client service. For more information, please visit [www.investorforce.com](http://www.investorforce.com)

### **About Advent**

Advent Software, Inc., a global firm, has provided trusted solutions to the world's financial professionals since 1983. Firms in more than 60 countries count on Advent technology to run their mission-critical operations. Advent's quality software, data, services and tools enable financial professionals to improve service and communication to their clients, allowing them to grow their business while controlling operational risks and costs. Advent is the only financial services software company to be awarded the Service Capability and Performance certification for being a world-class support and services organization. For more information on Advent products visit <http://www.advent.com/solutions>.

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Any forward-looking statements included in this press release involve risks and uncertainties that could cause actual results to differ materially from our expectations. These risks and uncertainties include market conditions and developments, expected benefits of new functions, continued sales of existing products, the successful development, timing, anticipated features, functionality and market acceptance of new products and enhancements, the impact of initiatives by competitors, continued uncertainties and fluctuations in the financial markets and economic conditions and other risks detailed in Advent's most recent filings with the Securities and Exchange Commission, including, but not limited to, its quarterly reports on Form 10-Q and its 2010 annual report on Form 10-K, copies of which may be obtained by contacting Advent Software at (415) 645-1787 or by visiting Advent's Investor Relations Web site at [www.advent.com](http://www.advent.com).

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