



For Immediate Release:

Options IT Sees Surge in Demand Among Hedge Fund Managers for its Private Cloud-Deployed Financial Office Service

Finishes 2011 Signing 16 PIPE Core Clients, Adding Nearly 350 End Users Globally for its Flagship Financial Office Delivery and Support Service

London — Jan. 24, 2012 — [Options IT](#), provider of the Options PIPE Private Financial Cloud services platform for the exchange, banking, trading and investment communities, today announced a strong surge in demand in 2011 among hedge fund managers for its [PIPE Core](#) financial office delivery and support service.

Options IT signed 16 *PIPE Core* hedge fund clients across North America, Europe and Asia, representing nearly 350 new end users of the service in 2011. The solid growth in demand indicates a sustained recovery in the alternative investment management space globally and a continued adoption of on-demand technology infrastructure services like Options IT's Private Financial Cloud services platform.

The Options *PIPE Core* solution is a complete financial office delivery and support service providing a robust and resilient technology foundation for day-to-day business communication, regulatory compliance and operations management. *PIPE Core* is one of three Private Financial Cloud offerings on the [Options PIPE platform](#).

"Through our migration onto the Options *PIPE Core* service, we receive a robust global technology infrastructure that can scale with our business," said **Joe Vittoria**, Founding Partner and Chief Operating Officer at **PVE Capital**. "We have operations in multiple geographic regions, so it becomes much easier to manage the business with this service. It's a technology model that we think will become increasingly prevalent going forward."

[PVE Capital](#), a London-based macro credit fund manager that was set up in June 2009, migrated to the *PIPE Core* service in 2011.

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“During the past few years, hedge fund managers have had to respond to increasing regulatory and investor demands for a more robust operational infrastructure, which requires a significant upfront investment and on-going platform management,” said **Nigel Kneafsey**, CEO at **Options IT**. “Options PIPE platform services are engineered and delivered to meet investor and regulatory requirements placed on hedge funds, providing a resilient and fully managed enterprise-strength solution delivered on-demand to the client, allowing them to focus on their core business of investment management.”

The Options PIPE platform is a fully managed global financial technology infrastructure service providing ultra-low latency market data, execution connectivity, colocated managed hosting for financial applications and a complete financial office solution for financial services firms.

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About Options IT (www.options-it.com):

Options IT is the provider of the global Options PIPE[®] Private Financial Cloud services platform, delivering ultra-low latency market data, trade execution and fully managed application hosting services to the exchange, banking, trading and investment communities. Combining innovative technology solutions with highly experienced technology management and support staff, the Options PIPE platform provides a complete financial technology infrastructure as a pay-as-you-use service. The Options PIPE delivers the scalability, strength and security of an enterprise platform with the efficiencies of a hosted solution. With offices across North America, Europe and Asia, Options IT provides solutions to more than 100 clients globally.

Options PIPE[®] Platform Services:

[PIPE Velocity](#)

An ultra-low latency market data, trade execution and application hosting service for all major markets across North America, Europe and Asia

[PIPE Momentum](#)

A fully managed and optimized financial application hosting service for proprietary and third-party applications spanning the front-, middle-, and back-office

[PIPE Core](#)

A complete business technology infrastructure service supporting all desktop and communication technology essential to financial services firms

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