

Thanks to Dodd-Frank,  
this year, April 1st  
isn't a joke...

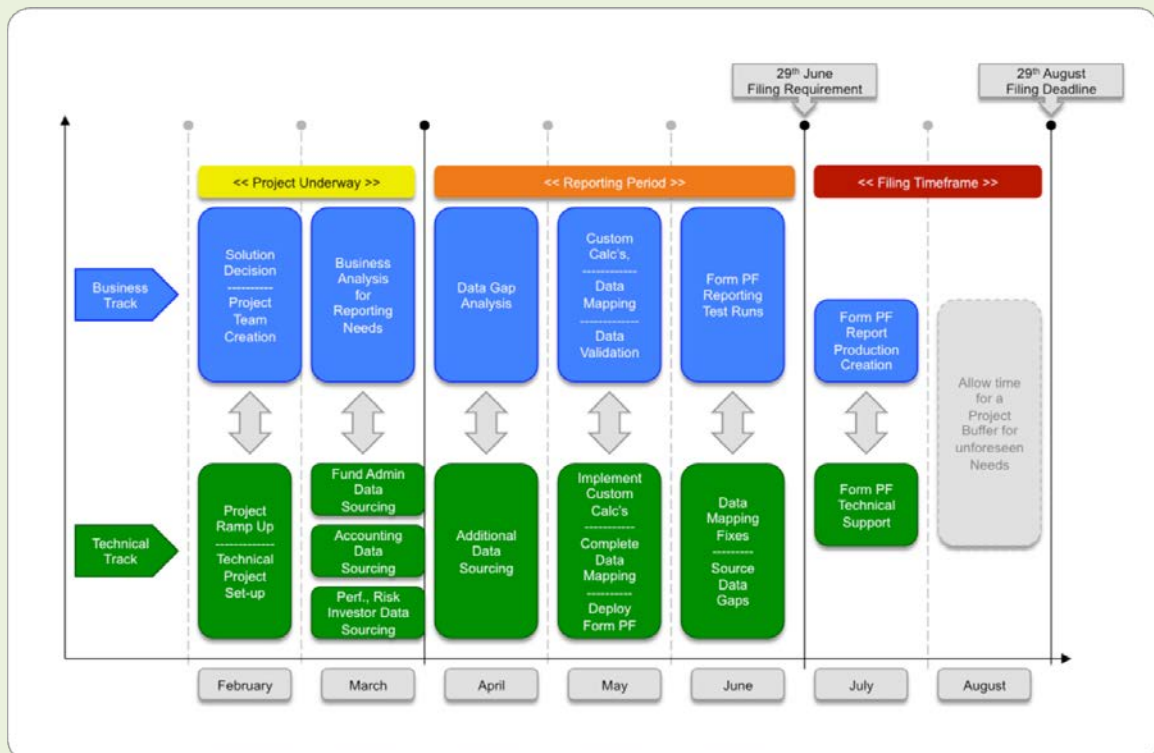


U.S. securities regulators, as required by the Dodd-Frank act, have been tasked with monitoring systemic risk in financial markets. A key part of that requirement is the new disclosure-reporting format, Form PF, which compels registered investment advisers to periodically collect and submit risk data attributable to their private funds.

**For large private advisors with regulatory AUM > \$5B, the clock is ticking to the August 29<sup>th</sup> 2012 filing deadline.** Form PF brings entirely new challenges to Hedge Funds and Asset Managers who must report unprecedented performance, risk, financing, liquidity, and investor data to the SEC and CFTC. **The first critically important date is April 1<sup>st</sup> when the reporting period commences.** Large Hedge Funds and Asset Managers need to have the mechanisms in place for capturing this data commencing April 1<sup>st</sup> 2012.

### The Right Approach

Based upon experience working with our customers, HazelTree has developed the following approach for completing and filing Form PF accurately and on time. A successful project is reliant upon a strong business and technology partnership and the deployment of best practices. Therefore, our approach is structured into two dependent and tightly coupled tracks between business and technology. **Having the right external business partner to complement your needs is the most effective way to mitigate distraction from core business objectives.** HazelTree's expertise allows us to fill either role.



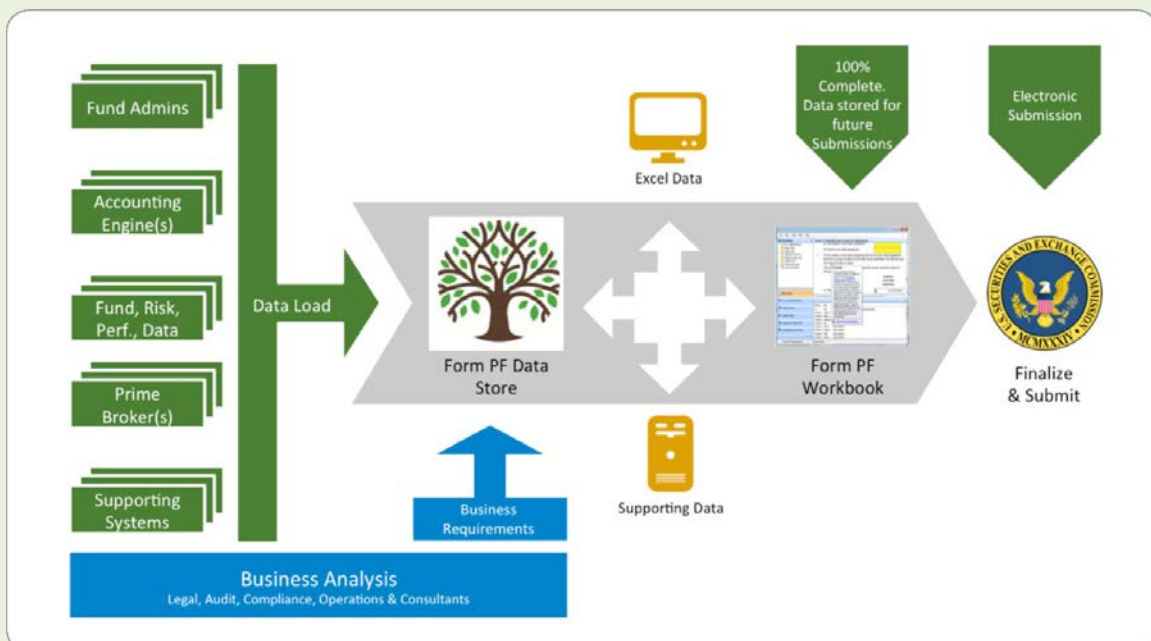
As the Form PF reporting period begins on April 1<sup>st</sup>, **your project should already be underway**. Q1 should see the completion of reporting requirements and electronic automation of the connections points for the required disparate data sources. Once the reporting period starts, your focus should be on a process of data analysis, mapping, custom data loads/calculations and finally, testing. **Running multiple Form PF tests throughout the reporting period is critical to ensure both data integrity and consistency**; it will also clearly highlight gaps and errors in your data collection process.

**June 29<sup>th</sup> marks the end of the reporting process and the start of the Form PF two-month filing window**. Consistent testing with increasingly larger data sets undertaken during the reporting period will greatly reduce the time to complete the final Form PF; the added benefit is not just accuracy and reduced time to file, but assurance that your Form PF process is efficient and repeatable. **Form PF is not a one-off filing, it is a quarterly event, and time spent up front is time saved**. Do not make the mistake of putting your firm's reputation, reporting and audit at risk with an inferior solution.

### HazelTree "Straight-Through Processing"

HazelTree provides a unique and compelling method to implement a Form PF solution as 'Software as a Service' or installed directly onto your infrastructure. Either approach brings the same powerful solution, rich user experience and robust security layer.

**Our proven technology and best practice project approach for Form PF complement each other perfectly**. The key to our approach is a proprietary and unique ETL Layer (Extract, Transform, Load) that seamlessly automates your data load process from all required connection points; **time to market is fast** based upon our existing connections to Fund Administrators, Vendor Technology platforms and Prime Brokers.



Once all of the data is loaded, it is stored in the HazelTree Form PF Data Store. **This brings the flexibility and scalability of a data warehouse, without the technology overhead associated with custom data integration projects.**

The final piece to the process is the Form PF Workbook, which is powered by Advise Technologies and is seamlessly integrated into the overall HazelTree Form PF solution. The workbook allows the user to intelligently and securely generate the Form PF report in test and production mode.

**The HazelTree Form PF solution delivers a repeatable and audited process.** HazelTree's solutions are proven, can be easily managed by your fund to not only support your current workflow, but are smart enough to alert you to changes that can optimize your future quarterly reporting. As each quarter progresses, your data is uploaded, stored, dated and indexed – **easily generating the latest report**, which ensures you meet your regulatory requirement while continuing to focus on what matters most: your fund's performance.

### HazelTree's Form PF...

**...another way we help make every basis point count.**

**Call Today**

**New York: (212) 727-0883**

**San Francisco: (719) 297-1995**

**Email: [sales@hazeltree.com](mailto:sales@hazeltree.com)**



**HazelTree**

**EVERY BASIS POINT COUNTS**