



FOR IMMEDIATE RELEASE

EMERALD EXPANDS INDATA iPM CLOUD USAGE

Emerald Advisers, Inc. Rapidly Implements INDATA'S iPM Cloud Technology Platform for Elessar Investment Management following acquisition

Greenwich, CT - August 11, 2015 - INDATA®, a leading industry provider of software and services for buy-side firms, today announced that Emerald Advisers, Inc., an INDATA client since 2013, has fully transitioned Elessar Investment Management onto INDATA's [iPM Cloud](#) platform.

Emerald Advisers, Inc, based in Leola, PA with more than \$3.6 Billion in assets under management, announced its intention to acquire the assets and hire the senior staff of Elessar in January of this year. Elessar is a boutique investment firm that employs a value-driven, research-based investment process that includes a rigorous and disciplined bottom-up fundamental research analysis. The Elessar team is based in Cleveland, OH.

After the transaction formally closed, Emerald began the process of migrating the firm's portfolio data and end users onto the INDATA iPM Cloud technology platform already used by Emerald. Cloud computing provides a number of advantages for money management firms. iPM Cloud offers the full security benefits of a dedicated hosted environment but with the flexibility of a SaaS Model (Software as a Service). With iPM Cloud, each INDATA client has a private environment with hardware security and physical infrastructure security built in. In addition, with INDATA's proprietary model, data and infrastructure delivered via iPM Cloud can be accessed from anywhere.

"Choosing iPM Cloud has proven essential to our growth strategy, since it removes the technical obstacles and IT expenditures that firms like ours would typically experience in trying to get remote sites up and running," commented Scott Rehr, Chief Operating Officer, Emerald Advisers, Inc. "This combined with the fact that iPM is very easy to use and seamlessly integrates the automated trading platform with the portfolio management system has helped tremendously in moving the Elessar end users off of their old system and getting them up and running with iPM quickly, delivering noticeable benefits and speed to the investment process" he added.

"We are very fortunate to have many client success stories like Emerald Advisers, and are always gratified to see our clients expand, giving us the opportunity to work with new end users and different investment processes," added David J. Csiki, President of INDATA. "We wish Emerald continued success in their growth ambitions and look forward to continuing to serve as their technology partner in the future," he added.

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About Emerald

Founded in 1991, Emerald Asset Management, Inc. is a diversified investment management holding company that operates through its wholly-owned subsidiaries Emerald Advisers, Inc., Emerald Separate Account Management, LLC and Emerald Mutual Fund Advisers Trust, and subsidiaries Emerald Fixed Income Advisers, LLC and Emerald Direct Lending Advisers, LLC. Assets managed by these companies totaled approximately \$3.6 billion as of June 30, 2015. “Driven by Research,” Emerald employs an intense fundamental, research-focused investment philosophy and focuses primarily on growth- and value-oriented equity investing and high-quality disciplined income-oriented investing.

Emerald is headquartered in Leola, Pennsylvania and also maintains offices in King of Prussia and Pittsburgh, Pennsylvania, Oceanside, California, and Cleveland, Ohio.

About INDATA®

INDATA is a leading industry provider of software and services for buy-side firms, including trade order management (OMS), compliance, portfolio accounting and front-to-back office delivered via iPM Epic® - the industry’s first investment technology platform specifically designed for the era of big data. INDATA’s iPM – Intelligent Portfolio Management® technology platform allows end users to efficiently collaborate in real-time across the enterprise and contains the best of class functionality demanded by sophisticated institutional investors. The company’s mission is to provide clients with cutting edge technology products and services to increase operational efficiency while reducing risk and administrative overhead.

INDATA provides software and services to a variety of buy-side clients including asset managers, registered investment advisors, banks and wealth management firms, pension funds and hedge funds. Assets under management range from under \$1 billion to more than \$100 billion across a variety of asset classes (i.e. equity, fixed income, etc.) both domestic and international. For more information, visit www.indataipm.com or follow us on Twitter: @indataipm

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