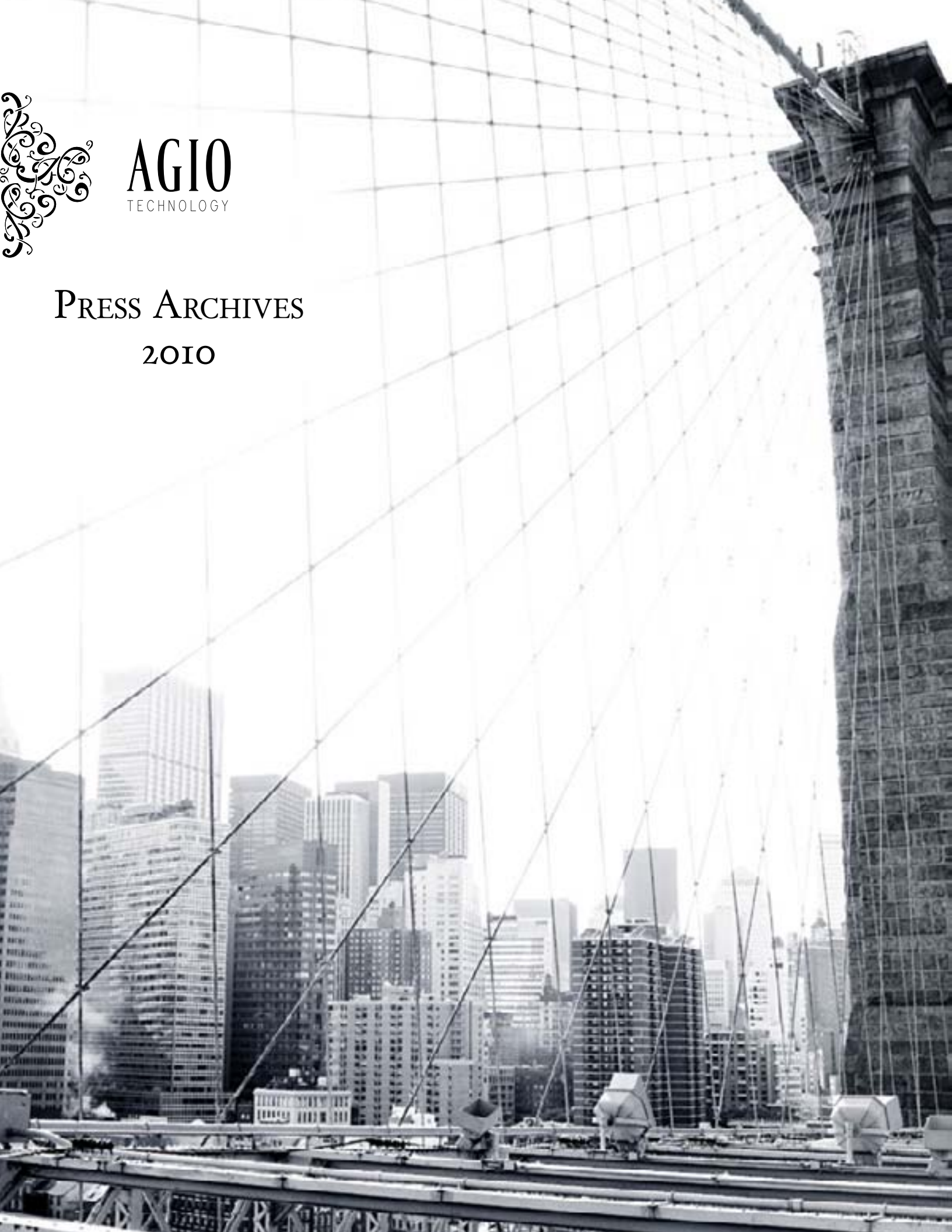




**AGIO**  
TECHNOLOGY

PRESS ARCHIVES  
2010





**AGIO**  
TECHNOLOGY

## PRESS ARCHIVES 2010

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- 10     June 3 | Agio Technology Selects Spotlight Financial Marketing for Public Relations Services
  
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## **OU Students Gain Hands-on Experience at Agio Technology**

NORMAN, OK – Oct. 19, 2010 – Three University of Oklahoma students are putting their academic skills to real-world use at Norman-based Agio Technology, a provider of managed IT services for premier hedge funds. The company has shown significant growth since it opened its doors in January 2010. Agio currently has 50 employees and has opened satellite offices in New York, Connecticut, and Hong Kong.

OU undergraduate students Jerry McMahan, Courtney Saunders, and Travis Pitts have been awarded internships at Agio for the current semester where they receive hands-on experience and a combination of college credits and compensation for their efforts.

McMahan, a 27-year-old senior, is enrolled in the university's Field Studies program, and is conducting research to determine which type of IT services hedge funds may want to outsource to firms like Agio. The Fort Belvoir, VA, resident is an Entrepreneurship and Venture Management major.

Saunders, a 22-year-old senior studying graphic design, will be working with Agio on its v2 website as well as developing visually-interesting graphic representations of the company's workflows, lifecycles, data, and processes. The Tulsa, OK, resident is among an elite group of OU students who were selected to study graphic design.

Pitts, a 21-year-old senior, has various responsibilities at Agio. His daily work includes supporting Agio's internal IT needs, setting up and repairing computers, integrating the firm's workflow processes, and assisting with production systems monitoring. The Dallas, TX, resident is enrolled in the university's MIS program. With its headquarters located at Three Partners Place on the University Research Campus, Agio is within walking distance from a large pool of prospective employees to staff its growing operations.

"We are extremely fortunate to have student interns of this caliber," said Bart McDonough, CEO and a former OU student. "OU's internship program provides us with plenty of high-quality talent that will contribute to the growth of our company. In exchange, we give them the opportunity to hone skills that will help make them successful in their careers, which hopefully will be a fulfilling position at our company."



McDonough added, "Agio, and other area businesses offering internships to OU students, create a win-win situation for everyone involved. This relationship between the private sector and the university will help ensure a brighter future for students, employers, and the community as a whole."

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**About Agio Technology ([www.agioIT.com](http://www.agioIT.com)):**

Agio Technology provides high-end technology infrastructure and data management services to the nation's premier hedge funds. By managing the technological complexities required to run a competitive hedge fund in today's market, Agio enables clients to focus their resources and time on their core competency, trading. Agio manages the technology infrastructure supporting the most operationally complex hedge funds in the world, and has already secured some of the largest U.S.-based hedge funds as clients. The firm opened its doors in January 2010 with operational headquarters in Norman, OK, with satellite offices in Connecticut, New York and Hong Kong.

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## **Agio Technology Names Nicole Nakashian as Head of Client Services**

NEW YORK—September 7-- Agio Technology, a provider of managed IT services for premier hedge funds, today announced that it has appointed Nicole Nakashian, former Executive Director at UBS Investment Bank, as Managing Director, Client Services.

“Nicole was our number one choice to lead Client Services since our inception,” says Bart McDonough, CEO of Agio Technology. “She is very relationship oriented. She’ll go through as many hoops as needed to get a client’s problem solved. Clients know that and trust that. That responsiveness and caring for the client gives me great confidence she is the right person for the job of ensuring client satisfaction. That attribute, mixed with her deep knowledge of hedge fund dynamics, made her the perfect pick.”

Ms. Nakashian has been leading technology teams within the finance industry for over 10 years. As an Executive Director within Prime Brokerage Sales at UBS Investment Bank, she managed the services provided to hundreds of hedge funds utilizing the hedge fund “hotel” and client support desk, and directly advised clients as part of the business consulting services group. She absorbed the culture and inner workings of hedge funds from her time at Andor Capital Management and BlackRock Financial Management.

Ms. Nakashian envisions great things for Agio. “Strategically, what I saw and liked about Agio from the beginning was that they were building the infrastructure first. Instead of starting with desktop support or a local support model, they came out of the gates providing enterprise level services. They took time to build a foundation that is scaleable.”

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## **COVERAGE:**

Reuters

TMCNet

ADVFN

Finance.BNet.com

Forbes

SecuritiesLendingTimes

TDAmeritrade

NewsBlaze

CityBizList

Finextra



## **Agio Technology Unleashes 24/7/365 Service In-House**

NEW YORK—August 10--Agio Technology, a provider of managed IT services for premier hedge funds, announced today the launching of its 24/7/365 Service in-house. With this service, Agio will provide true follow-the-sun support through its operational headquarters in Norman, Oklahoma. A satellite office in Hong Kong, dedicated to US client support, is set to come online in the fourth quarter of 2010. Both locations will be staffed around the clock by experienced engineers who hold deep technical expertise in the hedge fund space.

"With our follow-the-sun support you always get our A Team," says Miten Marvania, CIO and Managing Director. "That's a major benefit. We're not routing to a call center. It's not hitting someone's pager and waking them up."

Service requests can be submitted by phone, email, or through a self-service customer portal. The engineers who respond to the calls have strong knowledge of the hedge fund space as well as an intimate understanding of the client's specific environment.

"That to me is the key differentiator," says Bart McDonough, CEO. "Other companies may have someone who can pick up the phone but they won't get immediate service from the caliber of engineers we provide."

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## **COVERAGE:**

EON

EuroInvestor.fr

Yahoo Finance

Forbes

iStockAnalyst

TMCNet

## **EDITORIAL:**

[TMCNet](#)

Agio Technology Declares the Introduction  
of 24/7/365 Service In-House



Hosted Call Center Featured Article

August 13, 2010

## **Agio Technology Declares the Introduction of 24/7/365 Service In-House**

By Carolyn J Dawson, TMCnet Contributor

Agio Technology is well known in the provision of managed IT services for the foremost hedge funds. The company recently announced that it has introduced its 24/7/365 Service in-house. With the launch of this service, Agio will be offering a true follow-the-sun support via its operational headquarters in Norman, Oklahoma. Also, a satellite office in Hong Kong that is dedicated to US client support is ready to come online in the fourth quarter of 2010. Both locations will be ensured with continuous availability of highly experienced engineers. These engineers possess deep technical know-how in the hedge fund space.

In a release, Miten Marvania, CIO and managing director of Agio Technology said that "With our follow-the-sun support you always get our A Team. That's a major benefit. We're not routing to a call center. It's not hitting someone's pager and waking them up."

The company gives various options to submit the service requests. The users are able to submit the service request using a phone, email, or a self-service customer portal. The engineers who attend these calls are experts in the hedge fund space. They also have a close understanding of the client's specific environment.

In a release, Bart McDonough, CEO of Agio Technology said that "That to me is the key differentiator. Other companies may have someone who can pick up the phone but they won't get immediate service from the caliber of engineers we provide." Agio Technology is a reputed supplier of high-end technology infrastructure and data management services to the nation's premier hedge funds. The company efficiently handles the technological complexities that are needed for operating a competitive hedge fund in the present day's market. With the help of Agio, the clients get the ability to concentrate their resources and time on their core proficiency i.e., trading. Agio is able to administer the technology infrastructure that supports the most operationally complex hedge funds in the world. The company has already attained some of the largest U.S.-based hedge funds as its clients. The company has its operational headquarters in Norman, OK, with satellite offices in Connecticut, New York and Hong Kong.

*Carolyn John is a Contributor to TMCnet. Edited by Juliana Kenny*

## **Agio Technology Approved by Hewlett Packard Co as a National Enterprise Storage Reseller**

NEW YORK--(BUSINESS WIRE)--Agio Technology, a provider of managed IT services for premier hedge funds, has been approved by Hewlett Packard Co as a National Enterprise Storage Reseller. This distinction has been awarded to approximately 60 of the estimated 20,000 HP Authorized Solution Partners in the US.

This authorization enables Agio to architect and sell ProLiant Server and enterprise storage solutions from HP across the US. "HP awarding Agio Technology this contract is a testament to their belief in our ability to deliver complex solutions on a national basis and do it with excellence," says Garvin McKee, VP of Sales for Agio Technology. "Agio's focus on, and experience in, the hedge fund financial services market will enable us to grow HP's technology footprint in a market where they are currently underserved."

Ninety percent of all hedge funds are in the SMB segment for the larger original equipment manufacturers. Historically, this segment has lacked a solution provider with real expertise and experience to deliver complex solutions and services that scale with the clients business. Agio, with it's track-record of servicing the nation's leading hedge funds and winning nation-wide vendor certifications like Hewlett Packard, continues to build trust within the top hedge funds looking for a service provider to fill that gap.

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**AGIO**  
TECHNOLOGY

**COVERAGE:**

CNBC

Bloomberg

E/infrastructures

MarketWatch

EON

## **Agio Technology Selects Spotlight Financial Marketing For Public Relations Services**

NEW YORK – (Date), Spotlight Financial Marketing (SFM), a full-service marketing communications firm focused exclusively on increasing brand awareness for providers of financial services and technology, today announced that AgioTechnology, a provider of managed IT services for premier hedge funds, has selected SFM as its public relations counsel.

SFM will help manage corporate communications for Agio, which has received significant media interest and coverage since its launch in January 2010. The Norman, OK.-based firm has experienced aggressive growth due to its track-record of supporting one of the most dynamic hedge funds in the nation, and its commitment to providing excellent customer service. Agio also has satellite offices in Connecticut, New York, and Hong Kong.

“We are delighted to have been selected as public relations counsel to Agio Technology,” said Marc Weinstein, CEO of Spotlight Financial Marketing. “We look forward to developing and implementing a focused communications strategy for a growing firm that has captured the interest of the asset management sector.”

“We’ve seen a tremendous amount of client interest since our launch in January,” said Bart McDonough, CEO of Agio Technology. “Implementing a well-defined public relations strategy, in our view, is key to capitalizing on the demand for our services.”

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### **About Spotlight Financial Marketing ([www.spotlightfm.com](http://www.spotlightfm.com)):**

Spotlight Financial Marketing is full-service marketing communications firm focusing exclusively on providing targeted brand building communications strategies for

both established and start-up financial services and technology firms. With more than 75 years combined experience in representing financial services firms, Spotlight provides a wide range of services, including public relations, brand identity programs, collateral development, event management, web marketing and advertising. Spotlight Financial Marketing is headquartered in New York with an office in London.

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FOR IMMEDIATE RELEASE

**AGIO ANNOUNCEMENT**

*Managed IT Services Firm to add in excess of 40 Local Jobs in First Year*

NORMAN, Okla. – March 30, 2010 – Agio Technology, a firm specializing in managed IT services for hedge funds, has recently opened its headquarters with plans of adding more than 40 new jobs in 2010. Agio’s headquarters are located at Three Partners Place on the University of Oklahoma Research Campus. The Norman Economic Development Coalition (NEDC) has been instrumental in assisting Agio with sourcing key local talent and securing office space.

“Bart McDonough, CEO and Founder of Agio, originally contacted the NEDC to better understand Norman’s ability to support a dynamic, growing business,” said NEDC Executive Director Don Wood. “After deciding Norman would be the landing spot for Agio’s headquarters, the NEDC began working together with Bart and his management team to coordinate his aggressive start-up plans. We did everything from locating potential office space to helping its staff find housing.”

McDonough, a former OU student who most recently served as Managing Director at SAC Capital, one of the nation’s leading hedge funds, saw an opportunity to focus solely on managed IT services specifically designed to handle the dynamic needs of the hedge fund industry. “By concentrating our focus and leveraging our team’s experience in the financial services industry, Agio provides innovative and strategic technical guidance far superior to the standard IT assistance most managed services companies provide,” McDonough says.

- more -

Agio opened its operational headquarters in Norman in January of this year and has also established satellite offices in Connecticut, New York and Hong Kong. With clients like SAC Capital, Agio has demonstrated its ability to support an array of complex and mission critical technologies which allow hedge fund managers to focus on their core business.

“We are very excited Agio decided to start its firm in Norman,” said Wood. “Housing the headquarters for a financial services technology firm in Partners Place on the OU Research Campus gives the University the attention it deserves for the dynamic business facilities it offers. In addition, it also provides a great opportunity for the Norman economic community to grow.”

In addition to the vast hedge fund industry experience of Agio’s personnel, the firm has also built its reputation on attention to detail and stringent adherence to following methodical and well-formulated processes. This discipline - combined with innovation - sets Agio apart as an ideal career opportunity for IT experts.

“Agio provides a rigorous atmosphere for anyone looking to get a taste of Wall Street. Servicing our level of clientele requires a type of person who is adept at solving problems and applying innovation responsibly,” said McDonough. “We are hiring in excess of 40 employees this year alone and if anyone is up for the challenge, I want to talk to them.”

###

**About Agio Technology ([www.agioIT.com](http://www.agioIT.com)):**

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**About the NEDC ([www.nedcok.com](http://www.nedcok.com)):**

Established in 1996, the Norman Economic Development Coalition (NEDC) is a joint effort of the University of Oklahoma, the City of Norman, Moore Norman Technology Center, and the Sooner Centurions, a committee of the Norman Chamber of Commerce. This unique partnership was formed to work full time on economic development in the Norman community. The NEDC is dedicated to expanding the economic base of the Norman community, enhancing the earnings opportunities of area residents by retaining and expanding existing business and industry, as well as attracting desirable new employers that are consistent with Norman’s high quality of life.

**For Additional Information, Contact:**

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Brooke Talley  
PR for NEDC (405) 573-1900  
[publicrelations@nedcok.com](mailto:publicrelations@nedcok.com)



## **COVERAGE:**

The Norman Transcript

Edmond Sun

## **EDITORIAL:**

Oklahoma Department of Commerce Community Developer

AGIO Technology Adding 40 Jobs In Norman



PHOTO: TAMARA PRICE

AGIO TECHNOLOGY IS WELCOMED TO OKLAHOMA AND THE UNIVERSITY OF OKLAHOMA CAMPUS BY (LEFT TO RIGHT) OKLAHOMA COMMERCE SECRETARY NATALIE SHIRLEY, NORMAN ECONOMIC DEVELOPMENT COALITION DIRECTOR DON WOOD, OU PRESIDENT DAVID BOREN, AGIO CEO BART MCDONOUGH, AND NORMAN MAYOR CINDY ROSENTHAL. AGIO, A FIRM SPECIALIZING IN MANAGED IT SERVICES FOR HEDGE FUNDS, WILL ADD 40 NEW JOBS IN 2010.

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**recovery & reinvestment**  
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### ENERGY

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### COMMUNITY

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**upcoming events & important dates**  
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**ideas & resources**  
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**achievements & honors**  
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## AGIO Technology Adding 40 Jobs In Norman

AGIO Technology, a firm specializing in managed IT services for hedge funds, has recently opened its headquarters with plans of adding more than 40 new jobs in 2010. AGIO's headquarters are located at Three Partners Place on the University of Oklahoma Research Campus. The Norman Economic Development Coalition (NEDC) has been instrumental in assisting AGIO with sourcing key local talent and securing office space.

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McDonough is a former OU student who most recently served as managing director at SAC Capital, one of the nation's leading hedge funds. He saw an opportunity to focus solely on managed IT services specifically designed to handle the dynamic needs of the hedge fund industry.

"By concentrating our focus and leveraging our

*AGIO continued on page 2*

*AGIO continued from page 1*

# MONEY

team's experience in the financial services industry, AGIO provides innovative and strategic technical guidance far superior to the standard IT assistance most managed services companies provide," says McDonough.

AGIO opened its operational headquarters in Norman in January of this year and has also established satellite offices in Connecticut, New York, and Hong Kong. With clients like SAC Capital, AGIO has demonstrated its ability to support an array of complex and mission critical technologies that allow hedge fund managers to focus on their core business.

"AGIO is exactly the kind of high-tech corporation that will create high-paying, quality jobs in Oklahoma," says Oklahoma Secretary of Commerce Natalie Shirley. "AGIO's decision to open its operational headquarters in Norman is due in part because of the unique private-public partnership formed in Oklahoma to help harness innovation and develop new products and technologies."

"AGIO provides a rigorous atmosphere for anyone looking to get a taste of Wall Street," said McDonough. "Servicing our level of clientele requires a type of person who is adept at solving problems and applying innovation responsibly. We are hiring in excess of 40 employees this year alone and if anyone is up for the challenge, I want to talk to them."

## OU Group Wins 2010 Innovator Award

The University of Oklahoma's Center for the Creation of Economic Wealth has been selected to represent Oklahoma as the winner of the Southern Growth Policies Board 2010 Innovator Award.

Administered by OU's Office of Technology Development, the Center for the Creation of Economic Wealth commercializes Oklahoma technologies by engaging interdisciplinary students, researchers, and entrepreneurial mentors to strengthen and diversify Oklahoma's and the nation's economy through the nurturing of technology-based enterprise.

"The University of Oklahoma is proud to be recognized by the Southern Growth Policies Board for its catalytic economic impact on Oklahoma and the Southern region," said Daniel Pullin, University Vice President for Strategic Planning and Technology Development. "OU's Center for the Creation of Economic Wealth, CCEW,

provides a unique environment for faculty, students, and alumni to combine their talents around OU innovation to strengthen the global competitiveness of our region and nation."

Through an internship program and a mentor-in-residence program, CCEW participants engage in entrepreneurial outreach and commercialization activities. Since its creation in 2006, the center's commercialization teams have launched new companies, created intellectual property, written award-winning business plans, and attracted more than \$4 million of funding to propel Oklahoma technologies forward.

Each year, the Southern Growth Policies Board [[www.southern.org](http://www.southern.org)] honors Southern initiatives that are improving economic opportunities and quality of life in the region. The 2010 awards recognize creative initiatives in the region that not only are aimed at helping communities recover from the recession, but are also proactive, with the goal of helping communities better reposition themselves with a stronger economy in the future.

## Standard Licensing Agreements Expedite University Start-ups

A new licensing process for commercializing university research will support American universities' startup companies and enable long-term economic growth, according to a new paper released today by the Ewing Marion Kauffman Foundation.

As universities are debating how best to expedite commercialization

of research, the University of North Carolina at Chapel Hill has developed the Carolina Express License Agreement, a standard licensing agreement to commercialize academic discoveries that promises to ease the formation of new companies and maintain American competitiveness by promoting new firm formation.

Read more at <http://tinyurl.com/24sg78f>



## II. CAMPAIGN - iPad CHALLENGE

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24	Surveys & Editorials
24	iPad Challenge Survey Results
25	March 10, 2011   FierceFinanceIT
26	February 28, 2011   WatersTechnology
28	February 15, 2011   Wall Street Letter

## **Agio Technology Kicks Off iPad Challenge for Hedge Funds on October 1**

NEW YORK – Sept. 28—Agio Technology, a provider of managed IT services for premier hedge funds, today announced that it will kick off the Agio iPad Challenge for hedge funds, beginning on October 1 through November 30. The purpose of the Agio iPad Challenge is to collect hard data on how the iPad is used in the hedge fund space. Agio's iPad Challenge participants include funds ranging from \$50 million to \$1 billion AUM.

"We believe the advent of the iPad will bring about a noticeable shift in the dynamic IT environment of hedge funds," said Bart McDonough, CEO. "We are looking to the iPad Challenge to provide valuable insight into how the hedge fund community actually uses, and benefits from, this technology."

Agio will provide each hedge fund participant with a new Apple 3G iPad, pre-loaded with Agio's recommended top 10 apps for hedge funds. The apps include Bloomberg, Thomson Reuters News Pro, Wall Street Journal, Nasdaq OMX-Ofoloio HD, Daily Stocks, powerOne Financial Calculator, Stock Portfolio for iPad, iCurrency Pad, Numbers, and Loki-10K Annual Reports. Agio will offer participants unlimited access to its around-the-clock customer service and support as well as AT&T 3G service for the duration of the Agio iPad Challenge. At the end of the two-month period, participants will be asked to complete a survey detailing their experience with the iPad, of which Apple has sold approximately 4 million since its release in April 2010. Some of the survey questions include:

- Did the iPad replace your other daily devices?
- When did you use the iPad the most?
- When didn't you use the iPad?
- What surprises you about the iPad?
- How did the iPad integrate with your work?

The findings will be published on Agio's homepage [www.agioIT.com](http://www.agioIT.com).

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their resources and time on their core competency, trading. Agio manages the technology infrastructure supporting the most operationally complex hedge funds in the world, and has already secured some of the largest U.S.-based hedge funds as clients. The firm opened its doors in January 2010 with operational headquarters in Norman, OK, with satellite offices in Connecticut, New York and Hong Kong.

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## **Agio Technology's iPad Challenge Gathers Hard Data on iPad Usage in the Hedge Fund Space**

Results: increased overall mobile usage, increased efficiency, apps used more than expected

New York – Feb. 1, 2011— Agio Technology, a provider of managed IT services for the nation's premier hedge funds, today announced the results of its two-month iPad Challenge, an in-environment use test of the iPad by active hedge fund managers who evaluated the impact of Apple's iPad on their jobs.

Agio provided 14 hedge fund managers in 5 firms nationwide an Apple 3G iPad, preloaded with Agio's recommended top 10 financial apps for hedge funds, and access to Agio's Enterprise-level follow-the-sun support desk. The program is a direct result of Agio's commitment to vigorously proving innovative technology through hands-on testing and 24/7 expert engineering support, and its support of an Apple-based environment.

Highlights of the survey include:

- Ninety percent said that working with an iPad increased their overall mobile usage, with 10 percent saying they now use mobile devices "all day long";
- Ninety percent said the iPad made them more efficient at completing their tasks with seventy percent saying they would recommend their firms provide iPads along with other mobile devices;
- Apps showed growth opportunity moving from 3rd place pre-challenge to 2nd place post-challenge in the activity ranking of emails, apps, and web;
- The Bloomberg app was the most eagerly anticipated and most used app of the Challenge with The Wall Street Journal and Thomson Reuters apps coming in 2nd and 3rd , respectively. Other apps that were downloaded and used during the course of the Challenge included Financial Times, RDP Lite, Kindle, and travel apps among others. Participants commented to Agio's support team that they eagerly await the release of a fully-functioning version of the Bloomberg Anywhere app for

the iPad. One hundred percent of the participants would be open to beta testing financial-related apps in the future;

- One hundred percent of the Challengers considered Agio's support team "competent and expert" in regard to providing support for the iPad.

"Our practice is built on providing technology responsibly. We are not interested in the newest and greatest, we are interested in what works for the dynamic and unique hedge fund space," said Agio's CEO Bart McDonough. "Our clients and the hedge fund community at large has shown that they trust us and are on-board with our methodology by participating in campaigns like the iPad Challenge. You can expect more of these types of programs from us in the future. It's what we believe in and what we're about." For complete results of the Agio iPad Challenge and the Top 10 Apps for Hedge Funds article visit [www.agioIT.com](http://www.agioIT.com)

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**AGIO**  
TECHNOLOGY

**COVERAGE:**

CNBC

RFPConnect

Bobsguide

USAToday

Vesteo

TMCNet

IndiaTimes

EuroInvestor.co.uk

MorningStar

Yahoo Finance

GNT

TDWaterhouse

iStockAnalyst

Technifi.com



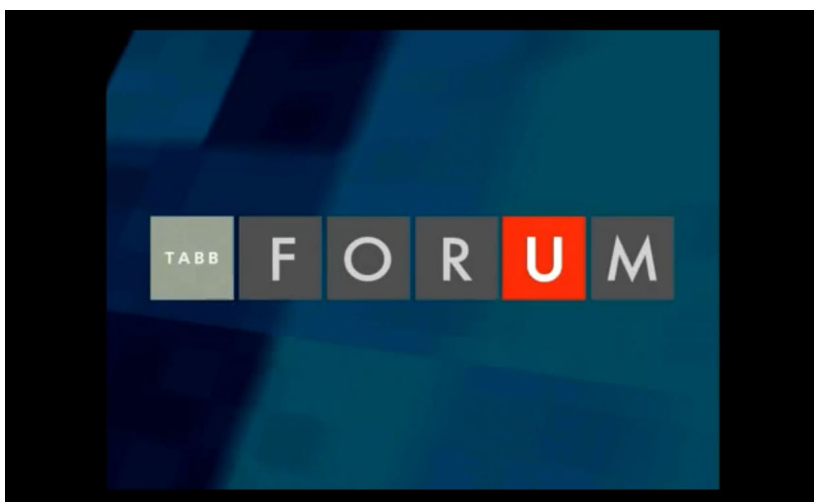
**AGIO**  
TECHNOLOGY

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## **SURVEYS & EDITORIALS:**

iPad Challenge Survey Results

March 10, 2011 | FierceFinanceIT

Describes the iPad Challenge as a “Terrific Marketing Coup”

February 28, 2011 | WatersTechnology

The New Big Apple on Wall Street

February 15, 2011 | Wall Street Letter Interview

Hedge Fund Managers Want Trading Apps

## iPad's grip on hedge funds tightens

By Jim Kim

Created Mar 10 2011 - 7:00pm

### Editor's Corner:

In a terrific marketing coup, hedge fund IT provider Agio Technology hosted what it called its iPad Challenge. It gave iPads to 14 hedge fund managers who evaluated the impact of Apple's iPad on their jobs in real time. The iPad came pre-loaded with Agio's recommended top 10 financial apps for hedge funds.

The results, which generated a bit of a buzz, bode well for the iPad as a mission critical technology at hedge funds. Some are now suggesting the iPad has the potential to muscle laptops out of the picture at many funds.

Nearly all participants in the iPad Challenge said working with the device increased their overall mobile usage. Nearly all also said the iPad made them more efficient at completing their tasks. About 70 percent said they would recommend their firms provide iPads. All said they would be open to beta testing financial-related apps in the future. The app that proved most popular was the Bloomberg app; many say they can't wait for the upcoming fully functioning version of the Bloomberg Anywhere app. The *Wall Street Journal* and Thomson Reuters apps came in 2nd and 3rd in popularity. Other apps that were well received were *Financial Times*, RDP Lite, Kindle, and various travel apps.

Information apps are no doubt a huge draw. But perhaps an even bigger draw would be apps that offer an even greater degree of hedge fund utility. Hedge funds, for example, might come up with dazzling proprietary apps for employees from the front to the back end, and everywhere in between--not unlike the way some big wirehouse brokerage firms are tapping the iPad for their brokers.

In addition, apps from specific prime brokerages might offer instant access to account information and core account functions. That's a trend we expect, though it certainly has a long way to go. Merlin Securities, for example, has come out with an app for its prime brokerage clients. Basically, portfolio managers can use the app to get a lot of the same functionality on the iPad as they do on their desktop. Deutsche Bank's Global Prime Finance has launched its GlobalPrime Mobile, which allows clients to access daily margin data, portfolio reporting and analysis tools, among other things. This is where the real power of the iPad might lie.

However, *Advanced Trading* suggests that as of now, "the laptop's one saving grace" may be its ability "to support trading functionality." So far, the laptop retains an edge, perhaps because trading technology remains a nut that iPad developers can't yet crack. Or perhaps due to complexity. To replicate trading software completely--including all data feeds and the like--may be a bridge too far, though it may only be a matter of time before hedge funds make inroads in actual trading as well. - Jim Kim

## Anthony Malakian: The New Big Apple on Wall Street

Author: [Anthony Malakian](#)

[Waters](#) | 28 Feb 2011 | 19:07



Anthony Malakian, Buy-Side Technology

Last May, my colleague Max Bowie wrote about whether Apple's iPad would gain traction among institutional investors. While ostensibly explaining the value of the iPad, he was basically just begging Apple to send him a "test" iPad for his own use. Sadly, Steve Jobs had more on his mind than sending Max a prototype, but fortunately Max's wonderful wife gave him an iPad for his birthday.

Now it's my turn to pander for a free iPad, as I am unmarried and I have a few news hooks too. This past month, Agio Technology released the results from its iPad challenge, where the vendor handed iPads out to 14 hedge fund managers in order to get their feedback on how they were using the device. First, it's clear that these managers are happy with their iPads, as 70 percent of respondents said they would recommend including the iPad in their firms' IT program alongside other mobile devices. Furthermore, 90 percent said that the iPad made them at least a little bit more efficient at completing work-related tasks.

### **New Technology**

Bear in mind, however, that this is a relatively new technology. Most see the iPad as an information viewer and not as an information creator—and not useful for trading-related activities. But this doesn't detract from the fact that it's a valuable tool for asset managers and sales staff. Take, for example, Dreyfus, one of BNY Mellon's 20 boutiques. Last year, the firm began piloting the device among its sales staff. The feedback, not unsurprisingly, was "very favorable," says Anthony Mayo, CTO at Dreyfus.

First, it saved a lot of broken backs. Walking through the wind and ice in Manhattan can be brutal, and it can be downright soul-crushing when you're lugging around a laptop and/or a binder filled with sales material. The iPad, at only 1.5 pounds and half an inch thick, is clearly more efficient.

Second, it creates a more productive environment when in sales meetings, Mayo says. While Dreyfus has yet to develop a metric to track the iPad's success, Mayo says that anecdotally his staff are finding that potential clients are more willing to extend meetings past their pre-allotted times, and that "the iPad has allowed for a more engaging conversation with the client looking over your shoulder and looking through the various marketing material."

Finally, it helps with compliance. As opposed to paper-bound presentations, Dreyfus is able to ensure that its sales force is presenting the most-recent marketing materials.

Mayo says that the program has been such a success that Dreyfus is now being seen as a model for the rest of BNY Mellon, which may begin a wide-scale rollout of the device in the future. Mayo—along with Dreyfus chairman and CEO Jon Baum, who got the ball rolling on the pilot—see the iPad as a potential “game changer,” while BNY Mellon Asset Management CIO Alan Goldstein is looking to expand the iPad’s capabilities at the firm.

### **Security**

To ensure the utmost in security and risk management, Dreyfus has released the product with two security features built in: The information put onto the iPad is publicly available data that is fully vetted and distributed by only two staffers; and there is no network connectivity.

The firm is now looking at solutions that would increase the productivity of the iPad for tasks like email and network connectivity. They are currently conducting due diligence, Mayo says.

While we’re at it, now that the iPhone is available on Verizon, let me try and get one of those, too. For now, Dreyfus hands out BlackBerrys, but is “reinvestigating” the iPhone for corporate use, Mayo says.

The headlines continue to worsen for BlackBerry maker Research In Motion (RIM). Earlier this year Deutsche Bank Equity Research’s Chris Whitmore said that a two-month trial of the iPhone has been “overwhelmingly positive” and that it would be “impossible” to go back to a BlackBerry.

For me, the death knell came with BlackBerry’s new TV commercial promoting its flirting capabilities. Seriously. Then again, if RIM wants to send me a BlackBerry, I might be willing to change my tune!



## Hedge Fund Managers Want Trading Apps

Hedge fund managers would use [Apple](#) iPad apps to monitor their trading through a portal if they were available, according to the results of a survey conducted by [Agio Technologies](#). The survey looked at hedge funds' use of iPad apps, Agio CEO [Bart McDonough](#) told *WSL*. "The technology is already there," he said. "Compliance and security issues remain, but the capability could emerge soon."

Agio gave 14 hedge fund managers from five firms an iPad preloaded with financial apps, and monitored the managers' use of the device over a two-month period. McDonough said the managers increased their use of apps overall. They mainly used news and market data apps, but said they would like to be able to monitor progress of their executed trades on an iPad or mobile device.

McDonough predicted that monitoring trading remotely is on the horizon. "For a quant trader, why can't he be out to lunch monitoring his trades on an iPad or a mobile device?" he wondered. As far as applications to actually conduct trading activity, there is less enthusiasm: while trading apps exist for the retail investor, institutional traders require more speed than is available now from a mobile device to make it worthwhile.



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## BlackBerry Losing Stranglehold Over Hedge Fund World

Author: [Anthony Malakian](#)

| 03 Dec 2010 | 16:41



Anthony Malakian, Buy-Side Technology

### **BlackBerry's days as the king of Wall Street mobile devices are numbered.**

I recently sat down with Bart McDonough, CEO of Agio Technology, which offers managed IT services for hedge funds, and he says that smart phones such as the iPhone and those that run the Android operating system are quickly gaining ground.

Norman, Okla.-based Agio manages between 1,200 and 1,300 mobile devices, according to McDonough. He says that while BlackBerry is still the dominant mobile device used by his clients—between 70 and 75 percent of the devices Agio manages are BlackBerrys—Research In Motion (RIM), the maker of BlackBerry, is losing ground fast.

"BlackBerry's stranglehold has certainly weakened," McDonough says. They are still the majority, he says, but are losing ground rapidly, and the number of Agio clients using BlackBerrys is "decreasing quickly."

I personally have had several conversations with traders from hedge funds who lament the fact that they are still tied to their BlackBerrys. Clearly, a sea change is coming. In recent months, several major firms—including Bank of America, Citi, JPMorgan and Goldman Sachs—have begun to look into allowing their traders to use Apple's iPhone and/or an Android phone.

As those major investment banks start to blaze a new trail, it's only a matter of time until major buy-side firms cut the cord with BlackBerry as well. This is not to say that RIM's smart phone will go the way of the dinosaur, but by this time next year I think you will see BlackBerry's penetration rate on Wall Street dip below 50 percent.

It's hard to believe that the infamously nicknamed "CrackBerry"—in reference to BlackBerry's addictive nature—could ever be dethroned. But ask an iPhone user whether they'd consider using another device and the answer is a resounding "no"—dropped calls notwithstanding.

# waterstechnology

## 60 Seconds with Bart McDonough, CEO, Agio Technology

Waters | 30 Nov 2010 | 23:54 



Bart McDonough, CEO, Agio Technology

### **What does your company do?**

Agio Technology provides technology infrastructure and application management services to hedge funds. We support technologies that allow our clients to focus on their core businesses.

### **What does your job entail?**

Setting the strategy and vision for my company and making sure our technology, people and processes align with our number one goal: Be the best in the industry.

### **How has regulation affected business?**

We have seen an increase in demand for messaging and data compliance as the industry determines how it will approach the upcoming regulations. The challenge is: Do they do it in-house or do they outsource it? If they do it in-house, how do they keep current with the regulations and make sure they are protected from every angle? Additionally, there's a real need to consider data storage and search response time capability, which requires immediate and full scalability. As the regulations come down, the hedge funds most likely will grow and change as they are implemented. Funds are wondering how to best prepare for these changes in advance. It's a big and ominous change and everyone wants to do it right.

### **What trends are you seeing?**

Focus—a renewed effort by IT departments to focus on the critical areas of their businesses, not just technology initiatives.

### **Who is the most influential person in your business life? Why?**

My father. He doesn't get into the technical details of what we do, but over the course of my life, he has taught me the right values you need in life and in business. He has run his own business for 20-plus years and has maintained a calm, level-headed approach during good and rough economic times.

### **What is your favorite part of your job?**

Managing and grooming talented individuals who are looking to grow their careers, whether that means becoming more technical or moving up to management. I love working with superstars who want to grow.

### **What do you do to unwind?**

Ride my bike—cycling for one to two hours is the best way I unwind.

# Dedicated Technology Solutions for Hedge Funds

*Bart McDonough's 15-year career has involved building and maintaining technology solutions for some of Wall Street's best known firms in a time of rapid technological change. His wide industry experience led him to found Agio Technology in January 2010 with the goal of providing complete IT solutions for large Hedge Funds.*

*"The primary reason for starting the company was that we felt there was a real need for a managed IT services firm to provide excellent customer service, deep first-hand industry knowledge, and enterprise-level solutions to premier hedge funds," says McDonough.*

Agio's team of 43 experts provide their clients with a variety of services including: managed services, online backup, outsourced staffing services, and virtual office solutions. McDonough feels that Agio's ability to assist Hedge Fund CTOs in focusing on the differentiating technologies that are applicable to their firm gives Agio a competitive advantage. "We want to handle those essential technologies that are not differentiators, whether that's archive solutions, compliance solutions, back up monitoring, patching, security, and other non-core services," explains

McDonough. "We want to be able to give the CTO the ability to rest easy at night so he can focus on carrying out EMS implementations and fund accounting implementations." Although starting a new business in the current economic climate can be a big risk, McDonough has found otherwise, that clients are always looking for advantages, whatever the current climate; advantages that Agio can provide. "We think that a provider such as ourselves, that allows you to take advantage of scale, that is able to provide cost savings and greater efficiencies is of great benefit to our clients", he says. The

success of this philosophy is evidenced by the company's growth and the plan to open an office in Hong Kong in the Autumn of 2010. Although the company is focused initially on the North American market, the Hong Kong office will allow Agio to provide better around-the-clock engineering support to its clients. "Our Hong Kong office means 24/7 service for all of our clients. When they call Agio, they get a skilled, experienced, awake engineer on the other end of the line, no matter the hour," says McDonough. It is growth rather than the economic crisis that provides the biggest challenge for Agio as the company finishes its first year of business. There is a need to grow at a fast pace without compromising the high level of service demanded by Agio's clients while seizing the opportunities created by the underserved need in the larger Hedge Fund market. However, McDonough is very positive about the company's ability to rise to the challenge and make the most of the opportunities and the company's ability to establish good relationships with Hedge Funds CTOs around the globe. "We're going to be growing globally and establishing more and more technology expertise as we grow."



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## **Agio Technology Targets Top 200 Hedge Funds with Outsourcing Offering, Plans HK Office Opening This Year**

14 Sep 2010

Pressure to focus on the core of their business is driving hedge funds to outsource many of the operational aspects of their business, including data management, explains Bart McDonough, CEO and founder of the new vendor on the managed services block, **Agio Technology**. Following nearly nine years of working in a systems architecture role for hedge fund SAC Capital Advisors, McDonough decided to strike out on his own and, in January this year, established his own firm to support this industry trend for managed services and outsourcing.



The trend towards outsourcing within the buy side community has been noted by many vendors of late (for example, see MoneyMate's comments on the subject [here](#)) and recent surveys, such as the one conducted by Citi in June (see coverage [here](#)), indicate that these claims are not being made without due cause. No surprise then that vendors such as **Agio Technology** are springing up to capitalise on this market trend, and with some success: the vendor has already bagged itself 14 clients, 12 of which are hedge funds. Not bad going for a firm that's only been around for the last eight months.

**Agio Technology** is now focusing on scaling up its business through the addition of new key staff members such as former UBS exec Nicole Nakashian this month (see [here](#)) and plans to open a follow the sun support office in Hong Kong in the fourth quarter this year. The vendor currently has offices in Boston and New York and is headquartered in Oklahoma, with around 47 staff members across these locations.

The focus of the business is on providing managed services for the hedge fund community, ranging from support for individual applications or servers to outsourcing of full database and data management functionality. This means that the client onboarding process can take anything from a week to three or four months, dependent on the size of the client and the complexity of the functionality required.

"Hedge funds need to focus on what they do best and the operational functions do not usually act as a competitive differentiator for their businesses. We provide them with critical but non-differentiating services," explains McDonough. The vendor is therefore targeting the chief **technology** officers within these individual hedge funds in order to get its case heard. As such, this means that **Agio's** focus is on the larger players in the market, the top 200 or 250, or those that plan to add a chief **technology** officer in the near future.

McDonough reckons that around half of the top 200 hedge funds are likely to be open to the idea of outsourcing their operations to some extent, thus giving the start up a fairly healthy goal to aim for. Given its broad range of offerings, he notes that the vendor is most likely to come up against other hedge fund focused vendors in this endeavour, such as BNY Mellon owned Eze Castle. However, **Agio Technology**'s solution set and customer target (the larger rather than smaller end of the spectrum) are sufficiently different from others out there to give it room to grow, says McDonough.

Up until now, the vendor has relied on the informal route to new clients via customer referrals, but it is now keen to become much more of a consultative force within the market. So, hedge funds can expect to see a much more aggressive approach to the sector being adopted by **Agio Technology** in the near future. It will also be looking to extend its solutions much further into the middle office in terms of applications support, with plans to engineer solutions around order management systems functionality.