

Commentary on Market Turmoil

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By Pamm Ranaldi

Naturally, I watch the markets. Sometimes in the morning, I pull up the WSJ.com or FT.com to monitor the big stories and see which companies are in the news. Since Nirvana Solutions is a software company, we are fans of profiteering Silicon Valley giants. Our course is set to win in the world of financial services, but we would always remember that even Silicon Valley giants, such as Apple and Microsoft, were once small companies. Since a small company's performance is much influenced by its clients, I was nervous on August 4th when the market started to take a turn for the worse. I wondered how our clients would fare.

When Nirvana's clients, who are mostly alternative asset managers, went to work on August 5th, their days started like many other days, albeit a few jitters about market temperature and volatility. The success for Nirvana that day lies in the fact that our phones were very quiet. Several prime brokers had "black out" gaps in their data, and it was reported that trades had slipped through the cracks. Nirvana Enterprise, however, is built on a different model. We are not reliant on secondary or tertiary feeds to be able to run reconciliation or complete the dataset. The biggest differentiator on August 5th was that our clients were ready to trade. They knew every position in their portfolios and P&L's of each of their funds. The dashboards reflected complete activity from the prior day. All the risk reports could be pulled up accurately on the fly without a hiccup.

The hedge fund business can be complicated and cumbersome. The data issues can be crippling when not handled properly. The stench of failure circles new companies breaking into our space each and every day. It is a grind at times to work through interface issues and implementation challenges as our clients are exacting in their demands. More important, it is hugely rewarding to get to the office and to have the extraordinarily talented Nirvana professionals greet you with a



big smile and reply to the question “Data problems yesterday?” “None. Why do you ask?” It was time again for me to sit down with my coffee and log onto WSJ.com to look for the big stories.