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## Advent Software Combines Services With Lync Consulting to Meet

### Customer's Needs

NEW YORK, Nov. 19 /PRNewswire/ -- In evaluating how they can best serve their mutual clients, Advent Software and Lync Consulting have recently teamed up to provide Investment Advisory firms with a complete solution to their complex business challenges.

Advent's Professional Services team of over 200 resources can provide a host of implementation services, such as training and support for the Advent Product Suite.

Lync has over 20 years of combined experience servicing over 300 client firms in the Financial Services industry, and provides custom reporting solutions implemented with Lync's PackMan product line.

Lync has been providing solutions to the complex challenges faced by investment management firms since 1995. After less than two years on the market, Lync's PackMan software has earned its reputation as the most cost effective efficiency tool for automating Period-End Reporting procedures. PackMan version 3.0 is now available and includes WebReps service for 24/7 client access to reports on the Internet. It also includes Statistics Server, a powerful tool for investment advisors to track site usage.

Providing a complete solution to complex customer challenges is the goal of Advent & Lync's relationship. Lync's ClearView graphical reports are designed and developed to work with PackMan, and typically use data extracted from the Advent Axys system. The synergy between these two firms is a sure-fire win for their mutual customers.

Amy Casey, COO & Founder of Lync comments, "The teamwork between Lync and Advent will assure that our mutual customers get the best solution to their business challenges: Advent's experience in Axys Replang supports Lync's expertise in the development of custom applications which enhance the capabilities of the Advent Product Suite."

Adds Anthony Sperling, VP of Professional Services for Advent Software, "We are excited to see our customers benefit from this new relationship. Now, in addition to leveraging Advent's wide range of implementation services, our customers can work with Lync to obtain custom-developed solutions and the PackMan report packaging product."

Where Advent provides years of industry experience and Advent product knowledge, Lync adds the additional custom element that is often desired by many Investment Advisory firms to gain a competitive edge in the marketplace.

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