

# Backstop Acquires PerTrac CMS, Names New CEO

Backstop Takes on PerTrac CMS Clients, Adds Offices in New York, London; Names Clint Coghill as CEO

**Thursday, May 2nd, 2013 (Chicago)** – Backstop Solutions Group (BSG), a leading Software-as-a-Service provider to the alternative asset management industry, announces the acquisition of the PerTrac CMS product line, a specialized customer relationship management tool built exclusively for the institutional investment community, from eVestment, a premier global provider of comprehensive institutional investment data and intelligence solutions. Terms of the deal were not disclosed.

With this acquisition, Backstop now serves over 575 clients in the private investment community, including hedge funds, funds of hedge funds, endowments and foundations, institutional investors, family offices, pensions, private equity firms and consultants. Backstop also opened new offices in New York and London this week to accommodate existing Backstop employees as well as new Backstop team members coming over from eVestment.

Backstop will support CMS clients from its headquarters in Chicago and provide local support in both New York and London. This month Backstop is also celebrating its tenth year anniversary in the private investment industry and is excited to work with these new clients and team members in the decade to come.

To coincide with this new phase of growth, Backstop has named Clint Coghill as its new Chief Executive Officer. Clint has been an integral part of the Backstop family since its founding in 2003, helping to shape the business plan, supply the initial investment capital, and act as the founding Chairman of the Board of Directors.

“We are very excited to bring CMS clients over to the Backstop family and to be working with the CMS team to now also offer a best in class SaaS option for CMS clients,” said Backstop President and Co-founder, Andy Pruitt. “This acquisition is also a great opportunity for us to expand our growth and presence in New York, London and within the entire alternative investment community.”

Backstop's core offerings include web-based CRM, account management, research management and portfolio management software, in addition to its investor web-portal solution, InvestorBridge. The acquisition of PerTrac CMS includes client-server installed CRM software for centralizing email, contacts, documents, due diligence, fund terms, subscriptions and other investor information. eVestment will retain ownership of PerTrac Analytics, a hedge-fund investment analysis tool.

## About Backstop Solutions Group

[www.backstopsolutions.com](http://www.backstopsolutions.com)

Backstop Solutions Group, LLC is a privately held Software-as-a-Service (SaaS) platform company, providing cutting-edge software to hedge funds, funds of funds, endowments and other institutional investors. Backstop Solutions was founded in 2003 and is one of the fastest growing software providers in the financial services industry. Backstop Software is used by more than 575 firms throughout the United States, Europe and Asia and has been repeatedly recognized by industry leading managers and service providers as a top technology provider in the alternative asset management field.

## About eVestment

[www.evestment.com](http://www.evestment.com)

eVestment provides a flexible suite of easy-to-use, cloud-based solutions to help global investors and their consultants select investment managers, enable asset managers to successfully market their funds worldwide and assist clients to identify and capitalize on global investment trends.

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