

YOUR BESPOKE TECHNOLOGY PARTNER

ADVANTAGES OF BRAINLINK'S IT SERVICES



RAJ GOEL | CISSP
OWNER, BRAINLINK



BRAINLINK IT MANAGEMENT

BRAINLINK WILL:

- *Maintain 24/7 watch over your entire IT environment*
- *Monitor and analyze server "events" for potential problems*
- *Remediate processes or services that fail*
- *Ensure security patches, service packs and anti-virus protocols are up to date*
- *Ensure that data backups are completed*

Your Bespoke Technology Partner

We do not deliver cookie-cutter services. We fully understand that your firm is unique, your culture is unique and your clients are exceptionally demanding. We leverage industry standards, leading vendors and our expertise to deliver bespoke IT management services that reflect the values of your firm.

Our Proactive Approach **Improves Your Productivity** for a **FIXED** monthly fee.

With our services, you'll enjoy the benefit of a full team of IT specialists keeping your systems in excellent working order. For a fixed monthly fee, we monitor your systems 24/7, apply patches, ensure backups, keep viruses at bay, and perform a host of other proactive measures. Little problems don't become big — and expensive — and in most instances, you won't even know there was ever an issue. We also partner with industry-standard firms including **Bloomberg**, **RealTick**, **Paladyne** and others [More >>>>](#)

**IF YOU'D LIKE TO BUILD THE
SOP CULTURE IN YOUR FIRM,
CONTACT ME!**

We INCREASE YOUR TEAM'S PRODUCTIVITY by responding quickly to critical issues, improving systems stability, reducing downtime and resolving long-standing performance issues.

LEVERAGE YOUR TECHNOLOGY INVESTMENT

The average business spends 6% of its revenue on technology. That may not surprise you, but did you know 80% of the cost comes after the initial purchase? Clearly, acquiring new technology isn't nearly as expensive as keeping it performing well. Shouldn't your IT systems be an investment for business growth, rather than a drag on profitability?

Our remote-monitoring tools allow us to deliver **real-time response and problem resolution 24/7**, without needing full time on-site staffing. We provide cost-effective **IT, Project, Cyber Security and Compliance management** to make sure your systems operate as needed for business and regulatory purposes, and deliver the ROI you expect.

KEY ELEMENTS INCLUDE:

Server Monitoring and Care

We use software agents to track and analyze your network activity 24/7. When a system or function fails, an alert is generated for our team to immediately investigate. Once the problem is identified, we work to remedy it — remotely at first, and with additional onsite resources as needed.

Desktop Monitoring and Care

Our preventive maintenance service for desktops regimentally monitors and addresses common problems experienced by desktop users. Whether it's getting rid of viruses, attacking spyware issues or installing patches, we handle it all — in the background while your employees remain productive.

Scheduled Network and Security Assessments

How healthy is your overall network? On a regular basis, we review the state of your systems, notify/warn of potential problems that fall outside of safe parameters. With these comprehensive assessments, you'll always have the best information for choosing the most effective response option.

Project & Technology Management

Whether launching a hedge fund, relocating to a new office or enhancing existing space, firms have specific deadlines and requirements for reliable and available IT services. Brainlink understands these realities and offers experienced project management services to streamline the process, mitigate risks.

Cyber Security & Compliance

Cyber Security and compliance is on every's radar from the news media to boardrooms to the halls of the SEC. Our proven benchmarks, roadmaps and processes enable you to implement, increase and monitor compliance effectively.

THE VALUE OF BRAINLINK'S IT MANAGEMENT

- **Predictable Spending**
– With our IT services, you know how much you're going to spend each month. No more gambling with your budget and productivity.
- **Our Team Is Your Team 24/7** – When an issue arises, we're already on the job — taking care of routine maintenance and ensuring your IT systems are operating properly.
- **Your Systems Stay Optimized** – Even when systems aren't actually down, they can still run slow, or inefficiently. Our solution maximizes the value of your IT investment all the time.
- **Faster Problem Resolution**
– With remote monitoring in place, we'll usually see a problem before you do, allowing us to get a jump on the matter with less (or zero!) downtime for you.

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You've got questions about increasing IT and Systems efficiency. We probably have the answers. **LET'S TALK.**

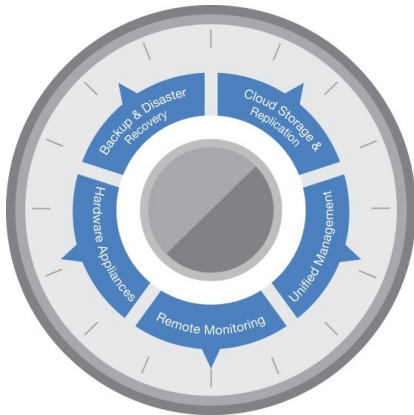
BRAINLINK BUSINESS CONTINUITY

Fully Managed Backup & Disaster Recovery

Investment firms must react swiftly, methodically and successfully when confronted with unexpected business disruptions or else risk significant financial loss. This level of response requires extensive business continuity planning to ensure all aspects of a firm's business are evaluated and protected.

Effective Business Continuity Planning (BCP) can help minimize financial loss and the negative effects of disruptions on a hedge fund or investment firm's strategic plans, market position, operations, and reputation.

We're here to ensure your business doesn't become another statistic. Our business continuity solution is about more than just backup – it's designed to quickly revive your network following any unplanned downtime, and ensure your employees are operating productively in almost no time at all.



Unparalleled Piece of Mind

In today's always-on business landscape, maintaining an effective backup and disaster recovery strategy is becoming more important than ever before. Data is playing an increasingly critical role in decision-making processes, and the costs and risks associated with downtime are skyrocketing – not to mention the damage your brand and reputation can suffer in the event of a disaster.

Brainlink's business continuity solution includes continuous data protection, cloud-based replication and recovery, and more – all for one low fixed monthly price per protected server.

What does that mean? It means you can rest easy knowing that your critical data, emails, reports, and other information are all protected, backed up and securely tucked away until you need them.

Direct Support

Having a backup appliance in place is only the first step in a successful business continuity strategy. To minimize the risk of data loss as much as possible, you'll want to have technicians proactively monitoring the entire backup process to ensure things are working as expected.

That's why we've got a dedicated team keeping a watchful eye over your protected servers, ready to jump into action should any problems arise. And if the worst should happen, don't worry – we'll have you back up and running quickly.



BRAINLINK BUSINESS CONTINUITY FEATURES

- **Complete end-to-end management of backups and Recovery**
- **Delivered by professionals who work with hedge funds & investment management firms**
- **Fully-managed & monitored**
- **Cloud replication**
- **Off-site virtualization**
- **Annual review of BCP documentation and updates to account for business changes**

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BRAINLINK WRITTEN INFORMATION SECURITY PLAN SERVICE & AUDITS

Why you need to consider a WISP

The Securities and Exchange Commission's (SEC) Office of Compliance Inspections and Examinations (OCIE) has listed cybersecurity as a key focus area in its 2015 risk-based assessments.

The addition of cybersecurity as a 2015 OCIE priority comes on the heels of the April 2014 release of sample cybersecurity questions OCIE stated it may use in conducting examinations of registered entities regarding cybersecurity matters. On February 3, 2015, OCIE then released summary findings from its Cybersecurity Examination Sweep. Brainlink's team is assisting clients in creating Written Information Security Policies (WISP) and conducting WISP Audits of existing policies.

Anyone or company that has access to client or employee information needs to ensure they implement the appropriate level of administrative and technical safeguards. Additionally, anyone or anything with access to your confidential information needs to have preventative measures in place for protecting confidential data.

WHAT IS IN A WISP

A Brainlink created Written Information Security Policy (WISP) details the policies and procedures for ensuring confidential data is protected, how it's being protected and who is ensuring it's protected. It **includes Administrative and Technical Safeguards. Administrative Safeguards:**

- Defines confidential data
- How confidential data is protected
- Where confidential data is located (i.e., shared drive, externally hosted, hard copy format, etc.)
- Who has access to confidential data and do they have a business need
- Roles and responsibilities for responding to a data breach or cybersecurity incident
- Internal and external communication procedures for responding to an incident
- Employee responsibilities and training
- Assessment of technical safeguards (i.e., penetration testing, encryption, software patches, etc.)
- Evaluation of technical safeguards (i.e., Brainlink's Security Benchmark Report)
- If needed, implementation of additional technical safeguards

