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Heron InterAct's Latest Data Warehouse & General Ledger Connector Solution Now Available to Trust Management Banks & Trust Companies

Heron InterAct announces its DataYard™ Data Warehouse, InterAct™ Data Acquisition Engine, and CrossTie™ General Ledger Connector solutions for Trust Management Banks and Trust Companies at the SunGard AddVantage Trust User Group (TUG) Conference in New Orleans – April 17th–19th 2011.

BOSTON--(BUSINESS WIRE)--Heron InterAct today announced releases of the DataYard™ financial data warehouse, InterAct™ Data Acquisition Engine, and CrossTie™ General Ledger Connector solutions for Trust Management Banks and Trust Companies. These data aggregation, reporting, and back-office accounting solutions aid Trust Banks and Trust Companies in their reporting, auditing, compliance, and accounting functions.

The DataYard™ data warehouse solution acquires custom formatted data from the SunGard AddVantage Asset Management and Trust Accounting system utilizing the InterAct™ Data Acquisition Engine and then normalizes and stores it, thus giving Trust Management Companies and Trust Bank analysts access to consolidated reporting views of current transactions, positions, and holdings. The CrossTie™ General Ledger solution accesses data from the DataYard™ data warehouse, summarizes all detailed transactions mapped to the established chart of accounts, and produces monthly uploads to a variety of enterprise-level general ledger platforms such as PeopleSoft, SAP, SAGE, and QuickBooks.

Heron InterAct has completed a recent implementation of these solutions for a large private wealth and trust management organization with outstanding results. A presentation of Heron InterAct's products, services, and solutions will be made in conjunction with participation in the [Trust User Group Conference](#) of SunGard AddVantage users in New Orleans April 17th through 19th.

"This latest edition of DataYard, InterAct, and CrossTie are allowing our Trust Management clients to better meet the demands of their monthly accounting back-office closing processes. Additionally, the Heron InterAct solutions are helping our clients manage and audit their investments held in trusts," said Garry Chacho, President and CEO of Heron InterAct. "Using Heron's solutions gives our clients powerful new methods to comply with internal and external audits. With these latest updates to the Heron InterAct product implementations, Trust Banks and Trust Companies can stay focused on daily asset and trust management and know that the detailed, consolidated, and summary reporting coming from the DataYard™ Data Warehouse serves their goals.

“DataYard™, InterAct™, and CrossTie™ can be integrated with existing back-office data collection, analysis, accounting, reporting, and general ledger processing technologies. Our clients have the freedom of choosing their preferred sources of Asset and Trust Management tools like SunGard’s AddVantage and others. We have been supporting our investment management clients with our reliable solutions for the past 20 years and this represents the continued evolution of our products and services,” said Chacho.

About Heron InterAct Inc.

Heron InterAct Inc. is a leading provider of integrated data warehousing solutions for trust management and banking, institutional investment, asset management, financial services, accounting, and insurance organizations. Our DataYard™, InterAct™, and CrossTie™ platforms provide comprehensive tools for data source capture, normalization, storage, retrieval, reporting, and integrated back-office tie-ins. Currently our solutions are meeting the needs of a variety of large organizations. Our proven approach combines optimized software tools along with industry-specific subject matter expertise and professional services that net you a more efficient and accurate accounting, auditing, and reporting back-end operation. Technical support for all products and solutions is provided by experts in advanced software technologies and specialists in financial and insurance agency applications. (www.heroninc.com)

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