

PM&A SYSTEMS

If It Ain't Broke . . .

Neuberger Berman re-ups with SunGard, extending a 20+ year incumbency.

BY CRAIG MCGUIRE

With a fickle bunch of people, like money managers, IT tends to have a short shelf life. Every four or five years a new regime charges in, rips out the old and plugs in the new. A vendor who keeps the same client's business for 10 years is exceptional, for 20 years it's remarkable — especially when the client is a high-powered investment adviser like Neuberger Berman, LLC, with \$40 billion in managed assets.

In fact the outsourced portfolio management and accounting package Neuberger Berman (NB) beta-tested in 1998 and brought into full production at the beginning of this year, barely resembles the service they signed on with in the late 1970s. Dubbed Portfolio One when it was released last year, the service was originally developed and marketed by Shaw Data Systems as Shaw On-Line. SunGard Data Systems subsequently bought Shaw Data in 1992 and eventually folded the vendor into

its operations. Shaw On-Line was later re-worked and renamed Portfolio One.

While under the SunGard umbrella, it appeared that Shaw Data may have floundered at times. The vendor, however, has kept a firm grip on a core user base that reads like an abbreviated "who's who" on the institutional buy side. In addition to NB, these include asset management divisions at Nicholas-Applegate, Trust Company of the West, Columbia Asset Management and Deutsche Morgan Grenfell, among others.

This latest release features a browser-based front-end report writing tool.

"I can actually get to my data from anywhere that I am, as long as I have access to a browser," says Freddy Tenaglia, NB's director of application development. "That gives me a lot of leverage of where I'm displaying the data and how I distribute it to my end users. So if I've got people who are marketing that need access to account information to talk about the relationship with their clients, basically all we do is connect to a WAN connection, LAN connection, or CompuServer connection and they've got access to the data."

Previously, NB met these needs with a combination of vendor-supplied manual reports, internally developed reports and a limited Web-based application. "They've combined all of these technologies and created one piece that fits nicely into our operation," says Tenaglia. ■

VENDOR EVALUATION

Disgruntled Users Vent in Spaulding PM&A Survey

BY CRAIG MCGUIRE

If you think it's fine to have the fox guarding the hen-house, or to have the inmates running the prison, then why not have a handful of PM&A vendors co-sponsoring a survey of their own clients? ■ What could possibly be wrong with that?

At least some of the portfolio management and accounting system vendors that co-sponsored the Portfolio Accounting & Year 2000 Survey — recently released by Somerset, N.J.-based The Spaulding

Group (TSG) — are probably having second thoughts about this concept. While not exactly a scathing indictment of the PM&A industry, the majority of responses to this survey from asset managers tended

to be either dissatisfied or simply indifferent. Some, though, took this as an opportunity to tear into certain vendors (see sidebar, p. 60).

"The co-sponsors had two roles: first, providing some funding, and second, they made some recommendations regarding the survey questions before we sent them out," says TSG President David Spaulding. "As you can see from the quotes, we didn't edit any negative input, though I'm sure some of the vendors would have liked us to. What people said is what we reported."

Well intentioned or not, most of the co-sponsors of the survey found themselves directly in the line of fire along side the rest — a total of some 22