

body wants to see high speed network technology available for the delivery of a lot of different types of information," he says.

According to Goldbrach, the simplicity of ATM is part of the attraction, in that it addresses the need to interconnect LANs and wide area networks over global PTT circuits. "You can run this end-to-end from the desktop, into the LAN, onto the WAN and back to the desktop," he says. "You can't do that with the bulk of the technologies that are out there in a practical environment. People talk about frame relay, but who takes frame relay to the desktop? Realistically, there is no quality of service right now in frame relay. It isn't quite there in ATM, but everybody is at least talking about it."

In network design terms, Goldbrach defines quality of service as "the ability to say: I want this bandwidth, I want this priority" and set other network parameters to give "committed delivery." This is in contrast to the reliable or guaranteed broadcast mechanisms that digital data distribution platform vendors, including Reuters, have introduced into their systems. Reuters has introduced reliable broadcast in the latest version of the so-called Source/Sink Library (SSL) application programming interface associated with the Triarch 2000 transport layer—SSL 4.

### Yes, Legs

But Goldbrach remains cautious about what he sees as a potential blind alley. "Here you have a technology that exists in the laboratory, in early adopter sites and in demonstration projects, but remember four-channel stereo," he says. "The question is: Has this

thing got legs? I think yes, but it's like anything else. You look at it, but if nobody adopts it, you step away."

What's more, he says, Reuters is a fairly complex position when it comes to adopting new protocols. "If you were starting from a clean slate, [ATM is] probably the way you'd want to go. If you've got six million network connections on Ethernet, you have to sit back and think how you're going to handle it. In terms of availability of equipment and availability of standards, this stuff is relatively new. In terms of adoption, it's very early in the game"

A number of Wall Street firms and banks have in the past two years taken close looks at ATM for use in trading related communications—both on local and wide area networks. Chase Manhattan Bank ultimately abandoned an ATM-to-the-desktop trading room architecture (*Trading Systems Technology*, Nov. 1, 1993 and May 2, 1994). Others that have stayed with it—in varying degrees—include Donaldson Lufkin & Jenrette Inc. (*TST*, Aug. 8, 1994), Bear Stearns & Co. (*TST*, Oct. 31, 1994) and Merrill Lynch & Co.

## At McGraw-Hill, Campaign to Tout Global Range

McGraw-Hill Inc.—two weeks ago renamed The McGraw-Hill Companies Inc.—has embarked on a major public relations push aimed at redefining itself as a global business. As part of that push, the vendor is looking to inform customers of the full range of its businesses—including, among

other things, spreading word of its penetration in the financial market data arena. McGraw-Hill hopes its efforts to boost its global presence will also result in an increase in revenues generated outside the U.S.

Though a McGraw-Hill spokesperson says that the new-image campaign has been some ten months in the making, the scheme's announcement follows a couple of major changes that have already rocked its financial information services group (FISG). Early this year, the group's then-president James Quandt reorganized FISG: Where previously it comprised nine vertical business units, now it consists of a single organization divided along four functional operating areas—equity services, financial data services, municipal security services and the DRI/McGraw-Hill economic advisory and consulting business (*IMD*, Jan. 16).

Following the reorg, Quandt quit the vendor to take the helm of Bridge Information Systems Inc. (*IMD*, April 10). Harold McGraw, president and chief operating officer of McGraw-Hill, has temporarily assumed Quandt's roles as president of FISG and J.J. Kenny until a permanent replacement can be found.

The spokesperson now casts the Quandt-led reorg as a move that is in sync with McGraw-Hill's larger corporate facelift. "Certainly, both the reorganization and the name change are illustrations of the increased globalization of our businesses," says the spokesperson. "The idea in forming the group headed by [Alan] Redpath [financial data services] was predominantly aimed at overseas growth and expansion of the financial ser-