

## Internet Financial Network Signs with First Call

Looking to grow its flagship financial information platform, Ft. Lauderdale, Fla.-based Internet Financial Network (IFN) recently inked a deal to expand its product offerings from First Call to include First Call's insider trading data.

IFN is now providing its customers with access to First Call Insider News Wire and First Call Insider Research Wire, as well as to First Call Research Direct, First Call Notes, First Call Real Time Earnings Estimates Database,



To see all that First Call has to offer visit their web site at [www.firstcall.com](http://www.firstcall.com)

First Call Recommendations Database, First Call Fundamentals and First Call Bond-Call Direct.

IFN has outfitted its InfoGate platform with feeds from a variety of sources—agreements with over 200 sources of third-party news and data sources, in addition to the vendor's own proprietary newswires and services.

First Call Insider News Wire is a scrolling news feed that tracks insider transactions, and the vendor's Insider Research Wire adds context and analyses to the insider transactions.

—Craig McGuire

## DLJ's Pershing and Scherrer Resources Reach Agreement on Broker's Ally Pro

The Pershing division of Donaldson, Lufkin & Jenrette and Scherrer Resources, have come to terms on a joint licensing, marketing and technical transfer agreement involving both firm's brokerage technology offerings.

A customized version of Scherrer Resources' Broker's Ally software will be integrated into Pershing's NetExchange Pro for Windows platform and Paradigm client/server application. The tailored version, called Brokers Ally Pro, includes 30 customized data fields that are designed specifically for use by Pershing correspondents.

"The ability to integrate



Broker's Ally integrates with Pershing's NetExchange Pro. Visit [www.pershing.com](http://www.pershing.com)

Broker's All Pro with our NetExchange Pro for Windows and Paradigm platforms allows us to offer investment professionals a powerful desktop and Windows-based client information management tool unlike any other on the Street," touts Pershing Managing Director Alton Jones.

Broker's Ally is an integrated database management and

word processing system that includes account information, notepads, and the scheduling of calls, meetings, and actions. It also retains client information such as investment objectives, income net worth, and account numbers. Developed by Fort Washington, Pa.-based Scherrer Resources, the product is used by more than 35,000 retail brokers and staffers. Pershing will install Broker's Ally as an integrated offering under this agreement.

In addition to online order entry and account information, NetExchange Pro for Windows provides realtime quotes, market news and investment research.

—Craig McGuire

## Dow Jones Launches DJ Day

Dow Jones Newswires recently initiated DJ DAY—a new service featuring regularly scheduled programming including market previews and recaps, calendars, news highlights, and point-of-view columns from Newswire reporters and columnists.

The program schedule runs virtually 24 hours a day and covers all major markets. Before the markets open, DJ DAY offers hourly updates, pre-opening comments and a re-cap of stories that broke overnight. Throughout the trading day, readers will receive news highlights, stock comments and several columns, all at specific times. DJ Day finishes up with market

recaps and a report on the day's earnings surprises.

In North America, DJ DAY was launched in June with scheduled programming for North American equities and fixed-income and foreign exchange programming on July 19. In Europe and Asia, DJ DAY was also launched in June with a schedule of programs for fixed-income and foreign exchange professionals. Programming for international equities followed on July 19, and for all regions, scheduled content for the commodities and energy markets will be launched next month.

Schedules will be posted at [www.djday.com](http://www.djday.com).

—Craig McGuire

## DTC Data Added to BondEdge

The Depository Trust Company (DTC) is now integrated into Capital Management Sciences' BondEdge product. The data will be included as a component of BondEdge, the fixed-income software package, giving institutional investors a single source for money market data, SEC 2a-7 compliance reporting and longer-term bond portfolio analysis. DTC's database includes over 31,000 securities, which represents virtually all the U.S. commercial paper market as well as a significant number of bank CDs, bankers acceptances and other issues.

—Craig McGuire