
BLOOMBERG ADDS DYNAMIC UPDATES FOR THIRD PARTY SERVICES— MMS, OTHERS TO SWITCH OVER

BRINGING its service in line with competitors Reuters, Dow Jones Telerate and Knight-Ridder, Bloomberg L.P. has improved its technology so it can now give third party services that display their information on the Bloomberg terminal the ability to have that information updated dynamically, without requiring users to refresh their screens in order to receive new information.

McCarthy Crisanti & Maffei Inc. appears to be the first third party contributor to have its information dynamically updated on Bloomberg. MMS International and Stone McCarthy Research Associates Inc. expect to switch over to dynamic updating of their services in the near future. And Maria Fiorini Ramirez Inc. and Wrightson Associates both expect that their services will be dynamically updated in the future as well. Elizabeth Demarse, Bloomberg's director of marketing, declines to comment.

Jay Miller, senior vice president in charge of marketing sales for MCM, says there was "an overwhelming demand" for the MCM service in a dynamically updated form on Bloomberg. MCM moved to that format on Bloomberg in October. "Our products are so time-sensitive," says Miller. "For example, with Corporate Watch, the main source for syndicate news—if a deal is priced at 12:01 and we have the pricing up there, and your screen doesn't dynamically update and you have to keep refreshing the page, you might miss the deal." The MCM service, which is also available in an actively updated format on Knight-Ridder, Reuters and Telerate, includes Corporate Watch and three analytical services: Money Watch, Currency Watch and Yield Watch.

The MMS International global fixed-income and currency analysis service is currently available actively updated on Telerate, Reuters and Knight-Ridder. Jeff Bank, director of sales and marketing, expects the actively updated service to be available on Bloomberg in the early summer. "[Bloomberg wants] to provide enhanced delivery to the optional services," says Bank. "Anything the vendors can do to enhance the presentation of our services, we obviously appreciate. And we want to take advantage of all the technology features

SUNGARD DATA SYSTEMS REPORTS INCREASES IN QUARTERLY EARNINGS

SUNGARD Data Systems Inc. announced its first quarter earnings last week, reporting a nearly 19 percent increase in revenues and an 18 percent jump in net income. Revenues for the first three months of 1995 totaled \$121 million, compared to \$102 million for the same period in 1994. Net income was \$11 million for the first quarter of this year, compared to \$9 million in the first quarter of 1994.

The first quarter figures follow a jump of 15 percent in annual revenues and a 23 percent hike in annual net income for 1994.

Sungard's Investment Support division supplied a little less than two-thirds of the total revenues for Sungard for the first quarter, while the Disaster Recovery and Computer Services divisions contributed the rest. Sungard's Investment Support arm includes over a dozen companies that support and market software to the financial industry. They include Sungard Financial Systems Inc., whose products include the Oscars and Prism portfolio management systems.

Meanwhile, continuing its aggressive acquisition policy, Sungard Data has purchased New York City-based DML Financial Software Products, a provider of securities lending and brokerage accounting systems. Renamed DML/Sungard Inc., the company will be a part of Sungard Asset Management Inc. DML's product line interfaces with Sungard Asset Management's line of trust accounting software.

Sungard Data's Investment Support division includes: Sungard Capital Markets; the Sungard Trust and Shareholder Group, which includes Sungard Trust Systems Inc.; Sungard Shareholder Systems Inc.; Sungard Investment Systems Inc.; Sungard Asset Management Systems Inc.; and DML/Sungard Inc. Sungard Financial Systems is also part of the Investment Support division. It includes ISA/Sungard; Shaw Data Services Inc.; Sungard Portfolio Systems Inc.; Sungard Securities Systems Inc.; and Sungard Brokerage Systems Inc. Sungard Data's Disaster Recovery division includes Sungard Recovery Services Inc. and Sungard Planning Solutions Inc. Sungard Data also has a Computer Services division.