

Datastream Bags Two Third Parties, Plans One More

Targeting investors in the international and emerging markets, Datastream International Inc.—a subsidiary of Primark Corp.—recently closed a pair of agreements for third-party data. In early May, Datastream inked a deal that will give users of Datastream Investment Research Services access to analyst earnings forecast data supplied by I/B/E/S (Institutional Brokers Estimate System) Inc. Following on the heels of that agreement, Datastream signed another deal early last week with Morgan Stanley & Co. for its Morgan Stanley Capital International (MSCI) Indices database product.

"The major trend in the entire financial services industry today is international and emerging markets, and it is just going to blossom," says Datastream president Ira Herenstein. According to Herenstein, I/B/E/S and Morgan Stanley are just the first two in a series of third-party data sources Datastream plans to bring on board over the next couple of years. He adds that the sources are being selected specifically to attract the business of investment firms doing business internationally.

Later this year, Datastream plans to have closed a deal with Disclosure Inc. for that vendor's Worldscope international database product. Notably, Disclosure is not only a subsidiary of Netherlands-based publishing group VNU, but it also purchased I/B/E/S last summer.

According to Herenstein, the in-

clusion of the third-party data not only bolsters Datastream's system, but also conserves the vendor's resources. "What we are doing is lining up the important databases that have an international flavor, and rather than go through the time and effort to collect them or replicate them, we are adding to our system." Herenstein adds that all of the third-party data will be made accessible to Datastream subscribers at no additional cost.

Herenstein says that the deal with I/B/E/S benefits both vendors. "I/B/E/S will be getting an entree into European, U.K. and Asian markets for their products because we are already in all of the places there," he says. "We'll be getting more strength in North America from their subscriber base in the United States."

According to Herenstein, currently some 2,000 institutional customers in 40 countries worldwide subscribe to Datastream's financial information research and analysis services. Less than half of those are in North America. Herenstein estimates the total number of Datastream users worldwide at between 8,000 and 10,000. An I/B/E/S spokesperson places its total worldwide user population at roughly 1,000. Morgan Stanley officials did not return calls seeking comment.

Herd

• **Richard Braddock** will join **Lotus Development Corp.** on a part-time basis to work with the management team to effect the company's transition to a business unit structure and reduce its 1995 planned spending by a minimum of \$50 million. **Braddock**, former

president and chief operating officer of **Citicorp** and its principal subsidiary, Citibank, was the Citi official to whom **Quotron** reported. Currently a principal with **Clayton, Dubilier & Rice** in New York, **Braddock** has been a member of Lotus' board of directors for nearly three years. Lotus reported last month a net loss of \$17.5 million for the quarter ended April 1, a 182 percent decrease from net income of \$21.3 million for the same period in 1994.

• **Dennis Weiner**, previously vice president of North American sales at **Micrognosis Inc.**, has joined **BT North America** as director of sales and marketing for the Open Trading System. **Weiner** left **Micrognosis** in February, following a realignment in which **Peter Levin** was named vice president of field operations and marketing worldwide reporting to **Micrognosis** president **Hank White** (*IMD*, Jan. 30). **Weiner's** responsibilities have been taken over by **Al Mellina**, previously a sales executive, who has been named director of North American sales.

• **Technical Data** has appointed **Scot Knight** as general manager, Europe and **Michael Ross** as director of sales, Americas. **Knight** was previously the Americas director of sales while **Ross** was director of regional sales. The appointments are effective June 1. In his new post, **Knight**, based in London, will oversee Tech Data's European region, and will report to president **Jock Ferguson**. **Ross**, who will work out of the Boston office, will be responsible for the company's Americas-based sales operations and will report to vice president of the Americas **Cameron Lochhead**.