

network of quote terminals—and would like also to fashion relationships with the likes of Reuters and Dow Jones Telerate (*IMT*, Jan. 6).

That First Call would turn first to Dow Jones, parent of financial market data vendor Dow Jones Telerate, in its quest for an ally is not surprising. Dow Jones and Thomson have lately built up a long record of collaborations.

In 1992, Telerate embarked on building a close relationship with Thomson's Technical Data commentary

PRINCETON TOO QUICK TO PROMOTE PRODUCTS RUNNING UNDER WINDOWS

LAST fall Princeton Financial Systems Inc. announced the long awaited release of its Microsoft Corp. Windows-based versions of Pam for Securities, Pam for Mutual Funds and Pam for Trading. However, more than three months after the press release was issued

and the product literature was circulated, the products are still not available.

Princeton's portfolio management and accounting systems are DOS-based products. To date the vendor offers a Windows-based version of only one module within Pam: a front-end executive information tool.

A product information sheet distributed last fall by Princeton (entitled "Pam for Securities...Now on Windows!") says: "Instead of merely converting a text-based system to Windows screens, we've completely rewritten Pam to take full advantage of Windows' unique functionality, flexibility, and ease-of-use." With hindsight aplenty, a Princeton spokesperson says that it is this approach to the development of a Windows-based version of Pam that has stalled its release.

engineering the system to take full advantage of Windows, many vendors just slap a few front-end screens on an existing DOS application and say it's Windows. The spokesperson declines to name any of these vendors.

The only entirely Windows-based versions of Princeton's products are at "several" beta test sites, according to the spokesperson. He declines to comment on the number of test sites or provide a new release date for the products or even say if the beta systems are functioning.

In a late January interview, the spokesperson characterized the earlier distribution of the press release as "a little premature." However, despite the dissemination of the release and of the product information, the spokesperson maintains that Princeton has not positioned Pam as a Windows-based product.