

Financial executives can leave their desktop PCs without missing a market uptick



Enterprise: Bankers Trust

Industry: Investment Banking

Application: Real-time financial information for users to track and act on significant market activity.

Profile: Bankers Trust is the eighth largest U.S. bank holding company, with assets of over \$133 billion and offices in 40 countries. It is one of the world's largest investment managers, with more than \$370 billion in assets under management. Through its private client group, Bankers Trust provides asset management, brokerage, trust, risk management and other services to individuals and families.

In today's uncertain bull market, every minute counts. With stock prices and portfolio values rising and falling with unprecedented speed, it's understandable that executives at Bankers Trust were finding it difficult to leave their desktop PCs, even for lunch. When they did leave, they were out of touch with the market—not a desirable situation for investment bankers whose clients' fortunes may turn on a market twitch.

Bankers Trust looked at alpha-numeric pagers with streaming stock quotes, but the pagers didn't deliver enough information or any interactive capability. What the company needed was a constant link to a real-time desktop and the activities of the market.

Bankers Trust found the mobile solution it was looking for in handheld Palm Computing® platform devices with Reuters MarketClip software from Reuters America and Aether Technologies, and a Minstrel Wireless IP Modem from Novatel. The combination of Palm Computing device, MarketClip software and wireless modem gives them an interactive wireless financial system that delivers Reuters real-time U.S. equities data on a pocket-sized device. Now, executives and customers can call up detailed information like quotes, headlines, market alerts, 15-minute intra-day and 20-day historical charts, and summaries. Two-way data exchange lets them input the specific stock quotes or portfolio values they need.

The Palm Computing platform solution has given Bankers Trust executives and clients new mobility. They can go to lunch, visit industry conferences, leave for vacation, get into a taxi or meet clients without losing touch with the market.

Handheld devices from Palm Computing are already a popular tool in the high-pressure financial industry. By combining the unconscious portability, powerful features and intuitive design of Palm Computing platform devices with enhancements like Reuters MarketClip, they become an even more attractive solution to companies like Bankers Trust. To Bankers Trust and its customers, the mobility of the handheld and the power of the Palm Computing platform provide a high-value solution for a high-pressure industry.

Mobilize Your Enterprise

One of a series that profiles real-world handheld computing solutions on the Palm Computing® platform.

