

# NeXT Reseller Market Profile: Financial Services

**Status:** Financial Services is NeXT's most successful commercial market. Financial Services is a classic vertical market having both a strong community of buyers as well a need for highly specialized solutions going well beyond the market for third-party shrink-wrap applications.

**Segments Today:** High Tech Traders at top tier firms having in-house development teams capable of developing and implementing custom applications or top tier firms needing to improve trading group productivity.

**Why They Buy:** 50% for developing custom trading environments (Trader's Workstation); 50% for desktop integration and productivity. For this market, time saved is money earned and a powerful competitive advantage. NeXT's advantage is our ability to provide integrated trading and productivity environments complete with custom applications developed very quickly.

The typical NeXT trader's workstation solution consists of a 1) custom application to execute trades, 2) analytic models prototyped in *Mathematica*, 3) analytic models implemented as custom Objective-C objects, 4) real-time data feeds from data service providers, 5) historic data stored in a Sybase database, and 6) links to back office and mid-office transaction processing systems.

**Competition:** For trader's workstation solutions, Sun is the market leader today, having first brought workstations to Wall Street; Microsoft NT will be a competitor tomorrow; for trader productivity, standard MS Windows and Macintosh systems, particularly at mid and lower tier prospect

**Key Solutions:s.**

Segment	Shipping
<p><b>Custom Trader's Workstation for High Tech Traders (Top Tier firms writing their own custom apps)</b></p>	<p>NeXTSTEP, dbKit (beta), Sybase, Mathematica, Lotus Realtime, AFS Trade, AFS class libraries, OTI Palettes, Reuters TRI-ARCH, FD Consulting MIPS, Teknekron's Information Bus, Kapiti FIST, Market View Horizon, LMT's EXPO</p>

<b>Segment</b>	<b>Shipping</b>
<b>Trader/ Front Office Productivity</b>	WordPerfect 5.0, Lotus Improv 1.0, DataPhile, WingZ, Concurrency, Diagram!, Boss Logic, Frame
<b>2nd Tier Traders</b>	NeXTSTEP, dbKit (beta), Sybase, Mathematica, Lotus RealTime, AFS Trade, AFS class libraries, OTI Palettes, Reuters TRI-ARCH, FD Consulting MIPS, Teknekron's Information Bus, Kapiti FIST, Market View Horizon, LMT's EXPO
<b>1st Tier Mid and Back Office</b>	NeXTSTEP, dbKit (beta), Sybase, Oracle, WordPerfect 5.0, Lotus Improv 1.0, DataPhile, WingZ, Concurrency, Diagram!, Boss Logic, Frame

**Existing Tools:**

“The NeXT Wave on Wall Street,” *Wall Street and Technology*, June 1992, which had this to say: “In less than two years, Steven Jobs is winning Wall Street, capturing big clients with NeXT machines and a Street-smart strategy.”

Other recent articles have included:

- “Energizing the Trading Desk, Phibro,” *Wall Street and Technology*, February 1992
- “Pioneering in Unix a Second Time SBC,” *Unix Today* September 16, 1991
- “O'Connor Lifts the Cover”, *Wall Street and Technology*,” September 1991
- “First National Bank of Chicago puts NeXT First,” *Global Investment Tech.*, March 1992
- “As Jobs Strategy shifts Sunward, NeXT Creeps Into Trading Rooms Up and Down the Street,” *Trading Systems Technology*, February 1992
- “NeXT Development Toolkit Spurs Software Boom in Capital Markets,” *Global Investment Tech.* March 1992
- “Salomon's Phibro Steps Onto NeXT Platform for 500 Position Global Trading Operation,” *Trading Systems Technology*, September 1991
- “Chicago Research and Trading Opts for NeXT As Key Component of Planned TRS Overhaul,” *Trading Systems Technology*, January 1992
- “First Chicago Will Use NeXT To Support Own Applications,” *Trading Systems Technology* August 1992
- “The Labor of Jobs Puts NeXT on Wall Street,” *Institutional Investor*, April

1992

“Arbing on the Fly, UBS Securities,” Wall Street and Tech. April 1992

“CITI Evaluates NeXT/Anderson For Commercial Paper System,” Trading Systems Technology 1992

“Hutchinson Shockey Takes NeXT Step to Trade Munis,” Trading Systems Technology March 1992

Other tools:

Financial Services Success Story (NeXTWorld Magazine reprint)

Financial Services Reference Account Presentation

Financial Services Solutions Presentation

Financial Services Selling Guide

*Trader's Workstation* White Paper

Financial / PhibroAudio

Customer video (in process)