

About SunGard PowerPartner

SunGard PowerPartner Inc. is a leader in the distribution and display of financial information, and has been delivering market data to broker desktops for over 35 years. Based in Mt. Laurel, New Jersey, it currently employs more than 140 people, and reaches 44,000 broker workstations across the United States every day.

History

SunGard PowerPartner traces its roots back to 1962, when a company called Ultronic Systems Corporation was founded by a group of engineers from RCA's military systems division. These engineers came up with the idea for a real-time market data system while working in Greenland on the DEWline project for the U.S. military.



Mt. Laurel Data Center

The first system took data from the stock exchanges' tickers and stored it on a drum-based storage system (the "master") developed by Ultronic. It could collect data on up to 4000 stocks. This data was then transmitted to regional "slave" systems around the country, which in turn transmitted the data continuously to controllers and terminals in customer offices. All of this equipment was built by the company, since no off-the-shelf systems were available at the time.

The first terminal that received widespread acceptance was called the *Stockmaster*. It had four columns of 26 alpha keys to select the stock symbol. Another column of keys selected the data item (e.g., last sale, volume, bid, ask, etc). The display was simply three "Nixie" tubes that could display one numeric value each.

In 1965, Ultronic Systems was acquired by Sylvania Corporation, which was a wholly-owned subsidiary of General Telephone and Electronics Corporation (GTE). Shortly afterward, Ultronic introduced a product called *Videomaster*, which featured a 12-inch display capable of displaying 18 data items. *Videomaster* quickly became the new standard for the industry, as tens of thousands of units were installed across the United States.

In 1973, the renamed GTE Information Systems (which the Mt. Laurel operation was now called) introduced *Videomaster II*, featuring a second port that allowed it to connect to a firm's computer system to enable order entry and receive order status information. Three years later, it released a microprocessor-based system called *Financial System One*.

In 1983, Automatic Data Processing (ADP) acquired GTE Information Systems, and introduced *Financial System Plus*. For the first time, firms could now store information and perform calculations within the local branch system. ADP marketed *FS Plus* to brokerage firms that used its back-office order processing services. It was a major advantage to these firms, as it eliminated stand-alone terminals for back-office functions as well as the communications lines that connected them to the ADP service bureau. This feature was called "COMMLINK."

As IBM became the computer industry standard throughout the 1980s, several DOS- and Windows-based applications were developed. In 1994, the first version of *PowerPartner* was launched, based on OLE technology. It was the culmination of more than three decades of development efforts on the aforementioned legacy products.

In 1998, in a move to focus exclusively on their back-office systems, ADP sold the PowerPartner division to Bridge Information Systems, which continued to develop and expand the PowerPartner product.

Today

In July of 2001, PowerPartner and the Mt. Laurel data center was acquired by SunGard ([NYSE: SDS](#)), a world leader in e-processing for financial services. SunGard PowerPartner Inc. is now part of the SunGard Online Investment Systems group, which focuses on providing solutions to support the investment advisor, agent and broker, covering the financial planning, cross-selling, client management, advisory and compliance activities of front-offices in banks, brokerages and insurance companies.

SunGard Online Investment Systems also provides Web and wireless-based front-office solutions for online trading, market data and research, portfolio management and performance reporting, with a special focus on the brokerage industry. It provides turnkey solutions for traditional brick-and-mortar brokerages that wish to offer their clients online trading and account services.

For more information, e-mail us at powerpartner@sungard.com, or visit our group site at www.online.sungard.com.

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