



**TIBURON STRATEGIC ADVISORS**

Strategy Consultants to Financial Institutions

*Financial Institutions Research Report Series*  
&  
*Financial Advisors Research Report Series*

# Online Tools & Advice: The Intersection of Technology & Self-Service

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*September 2009*

## TABLE OF CONTENTS

<u>INTRODUCTION, KEY FINDINGS, &amp; EXECUTIVE SUMMARY</u> .....	37
<u>A SYNOPSIS OF FINANCIAL SERVICES INDUSTRY MARKETS &amp; DISTRIBUTION CHANNELS</u> .....	59
<u>EVOLUTION OF THE ONLINE TOOLS &amp; ADVICE INDUSTRY</u> .....	67
Market History.....	67
Explosion in the Use of Personal Computers & the Proliferation of Desktop Financial Software Use by Consumers .....	67
Emergence & Growth of Consumer Use of Web.....	69
Recasting of the Online Financial Services & Technology Industries .....	72
Rebound in Consumer Financial Services Technology Use.....	72
Market Definition.....	100
Computer Hardware.....	101
Software .....	101
Web Services.....	101
Communication Equipment.....	101
Other Technology: Transcription Services, Voice Recognition Systems, Collaborative Technology, & Paperless Office .....	101
Market Growth .....	101
Firms .....	101
Clients .....	101
Revenues .....	101
Profits .....	102
Personal Computers .....	102
Internet & Broadband.....	102
Leading Online Tools & Advice Companies .....	103
Clients .....	103
Revenues .....	103
Profits .....	103
Personal Computers .....	103
Internet & Broadband.....	103
<u>MARKET SEGMENTATION</u> .....	104
Computer Hardware.....	104
Laptops.....	104
Networking.....	105
VPNs .....	105
PDAs .....	105
Software.....	105
Operating Systems .....	105
Microsoft Office.....	105
Client Prospecting Software.....	105
Spyware Blockers .....	106
Email Storage Compliance Software.....	107
Web Services.....	107
Internet .....	107
Web Sites .....	109
Email .....	111

Instant Messaging.....	112
Wikis.....	113
Podcasts.....	113
News, Quotes, & Media Vendors .....	114
Communication Equipment .....	114
Telephone Systems .....	114
Caller ID.....	114
Cellular Phones .....	114
Smart Phones.....	114
Toll Free Numbers .....	115
VoIP.....	115
Other Technology: Transcription Services, Voice Recognition Systems, Collaborative Technology, & Paperless Office .....	116
Transcription Services .....	116
Voice Recognition Systems .....	116
Collaborative Technology .....	116
Paperless Office .....	117
<b><u>FUTURE PREDICTIONS FOR ONLINE TOOLS &amp; ADVICE INDUSTRY</u></b> .....	<b>117</b>
Growing Personal Computer, Internet, & Broadband Usage .....	118
Growing Personal Computer Usage.....	118
Growing Internet Usage .....	119
Growing Broadband Access Usage .....	120
Blurring of Line Between Advisor & Consumer Technology Solutions .....	122
Continued Tools & Advice Companies Consolidation.....	124
Online Tools & Advice Venture Capital Opportunities.....	126
<b><u>APPENDIX</u></b> .....	<b>131</b>
Profiles of Online Tools & Advice Companies .....	131
Analyze Now.....	131
History .....	131
Statistics .....	131
Businesses .....	131
Organization & Ownership .....	131
Apple .....	132
History .....	132
Statistics .....	132
Businesses .....	132
Organization & Ownership .....	133
AT&T .....	133
History .....	133
Statistics .....	133
Businesses .....	133
Organization & Ownership .....	133
Bankrate.Com.....	134
History .....	134
Statistics .....	134
Businesses .....	134
Organization & Ownership .....	135
Briefing.Com.....	135
History .....	135
Statistics .....	135

Businesses .....	135
Organization & Ownership .....	135
<i>Brill's Mutual Funds Interactive</i> .....	135
History .....	135
Statistics .....	136
Businesses .....	136
Organization & Ownership .....	136
<i>Direct Advice</i> .....	136
History .....	136
Statistics .....	136
Businesses .....	136
Organization & Ownership .....	136
<i>Edgar Online</i> .....	136
History .....	137
Statistics .....	137
Businesses .....	137
Organization & Ownership .....	137
<i>Financial Engines</i> .....	137
History .....	137
Statistics .....	138
Businesses .....	138
Organization & Ownership .....	139
<i>Free Real Time</i> .....	139
History .....	139
Statistics .....	139
Businesses .....	139
Organization & Ownership .....	139
<i>Fund Alarm</i> .....	139
History .....	139
Statistics .....	139
Businesses .....	140
Organization & Ownership .....	140
<i>ICLUB Central</i> .....	140
History .....	140
Statistics .....	140
Businesses .....	140
Organization & Ownership .....	140
<i>Interactive Investor International</i> .....	140
History .....	140
Statistics .....	140
Businesses .....	141
Organization & Ownership .....	141
<i>Interwoven</i> .....	141
History .....	141
Statistics .....	141
Businesses .....	141
Organization & Ownership .....	141
<i>Intuit</i> .....	141
History .....	142
Statistics .....	142
Businesses .....	142

Potfolio Minder .....	143
Quick Books .....	143
Quicken.....	144
Turbo Tax.....	144
Organization & Ownership .....	146
<i>Investigo</i> .....	147
History .....	147
Statistics .....	147
Businesses .....	147
Organization & Ownership .....	147
<i>Investools</i> .....	148
History .....	148
Statistics .....	148
Businesses .....	148
Organization & Ownership .....	148
<i>Investment Advisor</i> .....	148
History .....	148
Statistics .....	148
Businesses .....	148
Organization & Ownership .....	148
<i>Investworks.Com</i> .....	149
History .....	149
Statistics .....	149
Businesses .....	149
Organization & Ownership .....	149
<i>Major Technology Resources</i> .....	150
History .....	150
Statistics .....	150
Businesses .....	150
Asset Book.....	150
Organization & Ownership .....	150
<i>Mantic Software</i> .....	150
History .....	150
Statistics .....	150
Businesses .....	150
Organization & Ownership .....	151
<i>Money Minders Software</i> .....	151
History .....	151
Statistics .....	151
Businesses .....	151
Organization & Ownership .....	151
<i>Motley Fool</i> .....	151
History .....	151
Statistics .....	151
Businesses .....	151
Organization & Ownership .....	151
<i>My Stock Options</i> .....	152
History .....	152
Statistics .....	152
Businesses .....	152

Organization & Ownership.....	152
<i>National Collegiate Advisors</i> .....	152
History.....	152
Statistics.....	152
Businesses.....	152
Organization & Ownership.....	152
<i>Optionvue Systems International</i> .....	152
History.....	153
Statistics.....	153
Businesses.....	153
Optionvue 5.....	153
Organization & Ownership.....	153
<i>PC Quote</i> .....	153
History.....	153
Statistics.....	153
Businesses.....	153
Organization & Ownership.....	153
<i>Quote.Com</i> .....	153
History.....	153
Statistics.....	153
Businesses.....	154
Organization & Ownership.....	154
<i>Rates Watch.Com</i> .....	154
History.....	154
Statistics.....	154
Businesses.....	154
Organization & Ownership.....	154
<i>Return Path</i> .....	154
History.....	155
Statistics.....	155
Businesses.....	155
Organization & Ownership.....	155
<i>Right Now Technologies</i> .....	155
History.....	155
Statistics.....	155
Businesses.....	155
Organization & Ownership.....	155
<i>SageWorks</i> .....	155
History.....	155
Statistics.....	155
Businesses.....	155
Profit Cents.....	156
Organization & Ownership.....	156
<i>SaveSimply</i> .....	156
History.....	156
Statistics.....	156
Businesses.....	156
Organization & Ownership.....	156
<i>SB Planner</i> .....	157
History.....	157
Statistics.....	157

Businesses .....	157
Platinum Plus .....	157
Organization & Ownership .....	157
<i>Scherrer Resources</i> .....	157
History .....	157
Statistics .....	157
Businesses .....	158
Advisor's Ally .....	158
Web Ally .....	158
Broker's Ally .....	158
Organization & Ownership .....	158
<i>SimpliFi</i> .....	158
History .....	158
Statistics .....	158
Businesses .....	158
SimpliFi Personal Planning .....	159
Organization & Ownership .....	159
<i>The Street.Com</i> .....	160
History .....	160
Statistics .....	160
Businesses .....	160
Organization & Ownership .....	160
<i>Trust Builders</i> .....	161
History .....	161
Statistics .....	161
Businesses .....	161
Organization & Ownership .....	161
<i>Value Line</i> .....	161
History .....	162
Statistics .....	162
Businesses .....	162
Organization & Ownership .....	162
<i>Wrap Manager</i> .....	163
History .....	163
Statistics .....	163
Businesses .....	163
Organization & Ownership .....	163
<i>Yahoo!</i> .....	163
History .....	164
Statistics .....	164
Businesses .....	164
Organization & Ownership .....	164
<i>Profiles of Financial Advisor Technology Companies</i> .....	164
<i>Adhesion Technologies</i> .....	164
History .....	164
Statistics .....	164
Businesses .....	164
WealthADV .....	164
Organization & Ownership .....	164
<i>Advent Software</i> .....	165

History .....	165
Statistics .....	168
Businesses .....	170
AXYS .....	171
MOXY .....	208
Qube .....	208
Rex .....	208
BREU .....	208
ACD .....	209
Advent Software Trusted Network .....	210
GreenTrak .....	211
Advent Software Back Office .....	212
Geneva .....	213
Advent Software Partner .....	213
Organization & Ownership .....	214
<i>Advice America</i> .....	214
History .....	214
Statistics .....	214
Businesses .....	214
Organization & Ownership .....	215
<i>Advisor Central</i> .....	215
History .....	215
Statistics .....	215
Businesses .....	215
Organization & Ownership .....	215
<i>Advisor Tools</i> .....	215
History .....	216
Statistics .....	216
Businesses .....	216
Organization & Ownership .....	216
<i>Advisory World</i> .....	216
History .....	216
Statistics .....	216
Businesses .....	217
Organization & Ownership .....	217
<i>Aleri</i> .....	217
History .....	217
Statistics .....	217
Businesses .....	217
Organization & Ownership .....	218
<i>Allied Financial Software</i> .....	218
History .....	218
Statistics .....	218
Businesses .....	218
ACT! for Advisors .....	218
Organization & Ownership .....	218
<i>Annuity Price Center</i> .....	218
History .....	218
Statistics .....	218
Businesses .....	218

Organization & Ownership.....	219
<i>ASC Brokersoft</i> .....	219
History.....	219
Statistics.....	219
Businesses.....	219
Organization & Ownership.....	219
<i>B&amp;I Software</i> .....	220
History.....	220
Statistics.....	220
Businesses.....	220
Organization & Ownership.....	220
<i>BNA Tax Management</i> .....	220
History.....	220
Statistics.....	220
Businesses.....	220
BNA Software.....	220
Organization & Ownership.....	221
<i>Brentmark Software</i> .....	221
History.....	221
Statistics.....	221
Businesses.....	221
Organization & Ownership.....	221
<i>Bridge Portfolio</i> .....	222
History.....	222
Statistics.....	222
Businesses.....	222
Organization & Ownership.....	222
<i>Captools</i> .....	223
History.....	223
Statistics.....	223
Businesses.....	223
Professional Investor.....	223
Individual Investor.....	223
Organization & Ownership.....	224
<i>CFS Tax Software</i> .....	224
History.....	224
Statistics.....	224
Businesses.....	224
Organization & Ownership.....	224
<i>Client Marketing Systems</i> .....	224
History.....	224
Statistics.....	224
Businesses.....	225
Organization & Ownership.....	225
<i>Compliance Max Financial</i> .....	225
History.....	225
Statistics.....	225
Businesses.....	225
Organization & Ownership.....	225
<i>Cornerstone Revolutions</i> .....	225
History.....	225

Statistics .....	225
Businesses .....	225
Power Advisor .....	225
Organization & Ownership .....	226
<i>CRM Software</i> .....	226
History .....	226
Statistics .....	226
Businesses .....	226
Junxure-I .....	226
Organization & Ownership .....	226
<i>Datair Employee Benefit Systems</i> .....	226
History .....	226
Statistics .....	227
Businesses .....	227
Organization & Ownership .....	227
<i>Economic Security Planning</i> .....	227
History .....	227
Statistics .....	227
Businesses .....	227
Organization & Ownership .....	227
<i>Efficient Technology</i> .....	228
History .....	228
Statistics .....	228
Businesses .....	228
Quik Forms .....	228
Organization & Ownership .....	228
<i>Emerging Information Systems (EIS)</i> .....	228
History .....	228
Businesses .....	229
NaviPlan.....	229
Organization & Ownership .....	229
<i>E-Z Data</i> .....	229
History .....	229
Statistics .....	229
Businesses .....	229
Organization & Ownership .....	230
<i>FactSet</i> .....	230
History .....	230
Statistics .....	230
Businesses .....	230
Organization & Ownership .....	230
<i>FinaMetrica</i> .....	230
History .....	230
Statistics .....	230
Businesses .....	230
Organization & Ownership .....	230
<i>Financeware</i> .....	230
History .....	231
Statistics .....	231
Businesses .....	231

Organization & Ownership .....	232
<i>Financial Computer Support (FCSI)</i> .....	232
History .....	232
Statistics .....	232
Businesses .....	232
dbCAMS+ .....	232
Organization & Ownership .....	234
<i>Financial Information Network (FIN)</i> .....	234
History .....	234
Statistics .....	234
Businesses .....	234
Organization & Ownership .....	235
<i>Financial Navigator</i> .....	235
History .....	235
Statistics .....	235
Businesses .....	235
Organization & Ownership .....	236
<i>Financial Numerics</i> .....	236
History .....	236
Statistics .....	236
Businesses .....	236
Organization & Ownership .....	236
<i>Financial Planning Consultants</i> .....	236
History .....	237
Statistics .....	237
Businesses .....	237
Organization & Ownership .....	237
<i>Financial Planning Resources</i> .....	237
History .....	237
Statistics .....	237
Businesses .....	237
Organization & Ownership .....	237
<i>Financial Psychology</i> .....	238
History .....	238
Statistics .....	238
Businesses .....	238
Organization & Ownership .....	238
<i>Financial Tapestry</i> .....	238
History .....	238
Statistics .....	238
Businesses .....	238
Organization & Ownership .....	238
<i>Finaplex</i> .....	238
History .....	239
Statistics .....	239
Businesses .....	239
Finaplex Wealth .....	239
Organization & Ownership .....	239
<i>Forefield</i> .....	240
History .....	240
Statistics .....	240

Businesses .....	240
Organization & Ownership .....	240
<i>GSL Galactic Consulting</i> .....	240
History .....	241
Statistics .....	241
Businesses .....	241
Organization & Ownership .....	241
<i>Impact Technologies Group</i> .....	241
History .....	241
Statistics .....	241
Businesses .....	241
Plan Lab Office System .....	241
Organization & Ownership .....	242
<i>Kettley Publishing</i> .....	242
History .....	242
Businesses .....	242
Back Room Technician .....	242
Organization & Ownership .....	242
<i>Leimberg &amp; Leclair</i> .....	242
History .....	242
Statistics .....	242
Businesses .....	242
Leimberg Associates .....	243
Organization & Ownership .....	243
<i>Lumen Systems</i> .....	243
History .....	243
Statistics .....	243
Businesses .....	243
Organization & Ownership .....	243
<i>Master Plan Financial Software</i> .....	243
History .....	244
Statistics .....	244
Businesses .....	244
Organization & Ownership .....	244
<i>Mimics Financial Software</i> .....	244
History .....	244
Statistics .....	244
Businesses .....	244
Organization & Ownership .....	244
<i>Money Tree Software</i> .....	244
History .....	245
Statistics .....	245
Businesses .....	245
Organization & Ownership .....	245
<i>Morningstar</i> .....	245
History .....	245
Statistics .....	249
Businesses .....	250
Individual Investors .....	250
Financial Advisors .....	252

Institutional Clients .....	255
Organization & Ownership .....	257
<i>National Compliance Services</i> .....	257
History .....	257
Statistics .....	258
Businesses .....	258
Organization & Ownership .....	258
<i>Net Worth Strategies</i> .....	258
History .....	258
Statistics .....	258
Businesses .....	258
StockOpter .....	258
Organization & Ownership .....	259
<i>North American Software</i> .....	259
History .....	259
Statistics .....	260
Businesses .....	260
Sales Professional's Helper.....	260
Organization & Ownership .....	260
<i>PIE Technologies</i> .....	260
History .....	260
Statistics .....	261
Businesses .....	261
Money Guide Pro .....	261
Organization & Ownership .....	261
<i>Placemark Investments</i> .....	261
History .....	261
Statistics .....	261
Businesses .....	262
Organization & Ownership .....	262
<i>Planning Templates</i> .....	262
History .....	262
Statistics .....	262
Businesses .....	262
Organization & Ownership .....	262
<i>Plan Scan</i> .....	263
History .....	263
Statistics .....	263
Businesses .....	263
Organization & Ownership .....	263
<i>Planware</i> .....	263
History .....	263
Statistics .....	263
Businesses .....	263
Integrate 2000 .....	263
Organization & Ownership .....	263
<i>ProTracker Software</i> .....	263
History .....	263
Statistics .....	264
Businesses .....	264

Organization & Ownership.....	264
<i>Sage Software</i> .....	264
History.....	264
Statistics.....	264
Businesses.....	264
ACT!.....	264
Organization & Ownership.....	264
<i>Sawhney Group</i> .....	264
History.....	265
Statistics.....	265
Businesses.....	265
Sawhney Systems.....	265
Exec Plan.....	265
Organization & Ownership.....	265
<i>SciVantage</i> .....	265
History.....	265
Statistics.....	266
Businesses.....	266
Organization & Ownership.....	266
<i>Tamarac</i> .....	266
History.....	266
Statistics.....	267
Businesses.....	267
Tamarac Advisor.....	267
Tax-Managed Indexing.....	267
Web-Based System Security.....	267
Organization & Ownership.....	267
<i>The Consortium</i> .....	268
History.....	268
Statistics.....	268
Businesses.....	268
Organization & Ownership.....	268
<i>Tools for Money</i> .....	268
History.....	268
Statistics.....	269
Businesses.....	269
Organization & Ownership.....	269
<i>Torrid Technologies</i> .....	269
History.....	269
Statistics.....	269
Businesses.....	269
Organization & Ownership.....	269
<i>Unger Software</i> .....	269
History.....	269
Statistics.....	269
Businesses.....	269
Methuselah.....	270
Organization & Ownership.....	270
<i>Validea</i> .....	270
History.....	270

Statistics .....	270
Businesses .....	270
Organization & Ownership .....	270
<i>Wolters Kluwer</i> .....	270
History .....	271
Businesses .....	271
Gainskeeper .....	271
CCH Tax & Accounting .....	271
Bankers System .....	272
Organization & Ownership .....	272
<i>Profiles of Financial Services Industry Technology Companies</i> .....	272
<i>Actuate</i> .....	272
History .....	272
Statistics .....	273
Businesses .....	273
Organization & Ownership .....	273
<i>Acxiom</i> .....	273
History .....	273
Statistics .....	274
Businesses .....	274
Organization & Ownership .....	274
<i>Advisor Software</i> .....	274
History .....	275
Statistics .....	276
Businesses .....	277
Rules Based Platform .....	277
Underlying Portfolio Diagnostic Tools .....	279
Organization & Ownership .....	280
<i>Aegis Software</i> .....	281
History .....	281
Statistics .....	281
Businesses .....	281
Organization & Ownership .....	281
<i>Affiliated Computer Services</i> .....	282
History .....	282
Statistics .....	282
Businesses .....	282
Organization & Ownership .....	282
<i>Affinity Financial Corporation</i> .....	282
History .....	282
Statistics .....	282
Businesses .....	283
Waterford Technologies .....	283
Organization & Ownership .....	283
<i>Alldata Systems</i> .....	283
History .....	283
Statistics .....	283
Businesses .....	283
Organization & Ownership .....	283
<i>Argo Data Resource</i> .....	284

History .....	284
Statistics .....	284
Businesses .....	284
Organization & Ownership .....	285
<i>Assetpoint</i> .....	285
History .....	285
Statistics .....	285
Businesses .....	285
Organization & Ownership .....	285
<i>Assette</i> .....	286
History .....	286
Statistics .....	286
Businesses .....	286
Organization & Ownership .....	287
<i>Aurigen</i> .....	287
History .....	287
Statistics .....	287
Businesses .....	287
Organization & Ownership .....	287
<i>Automated Financial Systems</i> .....	288
History .....	288
Statistics .....	288
Businesses .....	289
Organization & Ownership .....	289
<i>Automatic Data Processing (ADP)</i> .....	289
History .....	289
Statistics .....	290
Businesses .....	290
Organization & Ownership .....	291
<i>Axioma</i> .....	291
History .....	292
Statistics .....	292
Businesses .....	292
Axioma Portfolio .....	292
Organization & Ownership .....	292
<i>AXS One</i> .....	292
History .....	293
Statistics .....	293
Businesses .....	293
Organization & Ownership .....	293
<i>Benchmark Technology</i> .....	293
History .....	294
Statistics .....	294
Businesses .....	294
Organization & Ownership .....	294
<i>Bharosa</i> .....	295
History .....	295
Statistics .....	295
Businesses .....	295
Organization & Ownership .....	295
<i>Bloomberg</i> .....	296

History .....	296
Statistics .....	296
Businesses .....	296
Desktop Stations .....	296
News Services .....	296
B Trade .....	297
Organization & Ownership .....	297
<i>Blue Chip Development</i> .....	297
History .....	297
Statistics .....	298
Businesses .....	298
Organization & Ownership .....	298
<i>Bond Wave Solutions</i> .....	298
History .....	298
Statistics .....	298
Businesses .....	298
Organization & Ownership .....	299
<i>Broadridge Financial Solutions</i> .....	299
History .....	299
Statistics .....	300
Businesses .....	300
Securities Processing .....	300
Clearing & Outsourcing .....	301
Investor Communications .....	302
Organization & Ownership .....	303
<i>Business Objects</i> .....	303
History .....	303
Statistics .....	304
Businesses .....	304
Organization & Ownership .....	304
<i>Cainsoft</i> .....	304
History .....	305
Statistics .....	305
Businesses .....	305
Organization & Ownership .....	305
<i>Callatay &amp; Wouters</i> .....	305
History .....	305
Statistics .....	305
Businesses .....	305
Organization & Ownership .....	306
<i>Calypso Technology</i> .....	306
History .....	306
Statistics .....	306
Businesses .....	306
Organization & Ownership .....	307
<i>Capco</i> .....	307
History .....	307
Statistics .....	307
Businesses .....	307
Organization & Ownership .....	308

<i>Capital Markets</i> .....	308
History .....	308
Statistics .....	308
Businesses .....	309
Organization & Ownership .....	309
<i>Cash Edge</i> .....	309
History .....	309
Statistics .....	310
Businesses .....	310
Organization & Ownership .....	310
<i>CGI</i> .....	311
History .....	311
Statistics .....	311
Businesses .....	311
Organization & Ownership .....	311
<i>Charles River Development</i> .....	311
History .....	311
Statistics .....	312
Businesses .....	312
Organization & Ownership .....	312
<i>Cheshire Software</i> .....	312
History .....	313
Statistics .....	313
Businesses .....	313
Organization & Ownership .....	313
<i>Choice Point</i> .....	313
History .....	314
Statistics .....	314
Businesses .....	314
Organization & Ownership .....	315
<i>Chordiant Software</i> .....	315
History .....	315
Statistics .....	316
Businesses .....	316
Organization & Ownership .....	316
<i>Citigroup</i> .....	316
History .....	317
Businesses .....	317
Bisys .....	317
Organization & Ownership .....	318
<i>Computer Sciences Corporation</i> .....	318
History .....	319
Statistics .....	320
Businesses .....	320
Systems Integrations.....	320
Application Development.....	320
Data Hosting .....	320
Networking .....	320
Management Consulting .....	320
First Consulting Group .....	321

Organization & Ownership.....	321
<i>Computershare</i> .....	321
History.....	321
Statistics.....	321
Businesses.....	321
Organization & Ownership.....	322
<i>Connecticut Online Computer Center</i> .....	322
History.....	322
Statistics.....	322
Businesses.....	323
Organization & Ownership.....	323
<i>Consona Corporation</i> .....	323
History.....	323
Statistics.....	323
Businesses.....	324
Organization & Ownership.....	324
<i>Corviant</i> .....	324
History.....	324
Statistics.....	324
Businesses.....	324
Organization & Ownership.....	324
<i>COSS Development</i> .....	325
History.....	325
Statistics.....	325
Businesses.....	325
Organization & Ownership.....	326
<i>Crescendo Interactive</i> .....	326
History.....	326
Statistics.....	326
Businesses.....	326
Organization & Ownership.....	326
<i>CSG Systems</i> .....	327
History.....	327
Statistics.....	327
Businesses.....	327
Organization & Ownership.....	327
<i>C&amp;S Valuation Technologies</i> .....	327
History.....	327
Statistics.....	328
Businesses.....	328
Organization & Ownership.....	328
<i>Custom Credit Systems</i> .....	329
History.....	329
Statistics.....	329
Businesses.....	329
Organization & Ownership.....	329
<i>Cygnus Software</i> .....	329
History.....	330
Statistics.....	330
Businesses.....	330
Organization & Ownership.....	330

<i>Data Transmission Network</i> .....	330
History .....	331
Statistics .....	331
Businesses .....	331
Organization & Ownership .....	331
<i>DB Technology</i> .....	331
History .....	331
Statistics .....	331
Businesses .....	331
Organization & Ownership .....	332
<i>Destiny Web Solutions</i> .....	332
History .....	332
Statistics .....	332
Businesses .....	332
Organization & Ownership .....	332
<i>Diebold</i> .....	333
History .....	333
Statistics .....	333
Businesses .....	333
Organization & Ownership .....	334
<i>Digital Insight</i> .....	334
History .....	334
Statistics .....	334
Businesses .....	335
Organization & Ownership .....	335
<i>DST Systems</i> .....	335
History .....	335
Statistics .....	336
Businesses .....	336
Organization & Ownership .....	337
<i>eFunds</i> .....	337
History .....	338
Statistics .....	338
Businesses .....	338
Organization & Ownership .....	338
<i>Equifax</i> .....	339
History .....	339
Statistics .....	339
Businesses .....	339
Appro Systems.....	339
Organization & Ownership .....	340
<i>Euronet Worldwide</i> .....	340
History .....	340
Statistics .....	340
Businesses .....	341
Organization & Ownership .....	341
<i>Evare</i> .....	341
History .....	341
Statistics .....	342
Businesses .....	342
Organization & Ownership .....	342

<i>Experian</i> .....	342
History .....	342
Statistics .....	342
Businesses .....	342
Baker Hill.....	342
Organization & Ownership.....	342
<i>Fair Isaac</i> .....	343
History .....	343
Statistics .....	343
Businesses .....	344
Organization & Ownership.....	344
<i>Fidelity National Financial</i> .....	344
History .....	344
Statistics .....	345
Businesses .....	345
Organization & Ownership.....	346
<i>Fidessa</i> .....	347
History .....	347
Businesses .....	347
Royal Blue.....	347
Organization & Ownership.....	347
<i>Firefly</i> .....	347
History .....	347
Statistics .....	348
Businesses .....	348
Organization & Ownership.....	348
<i>First Data</i> .....	348
History .....	348
Statistics .....	349
Businesses .....	349
Organization & Ownership.....	349
<i>First Rate Investment Systems</i> .....	350
History .....	350
Statistics .....	350
Businesses .....	350
Organization & Ownership.....	352
<i>Fiserv</i> .....	352
History .....	353
Statistics .....	360
Businesses .....	361
Process Outsourcing.....	361
Core Systems .....	364
Payments & Related Services .....	364
Lending Services.....	368
Corporate Banking .....	368
Health Plan Services .....	368
International Services.....	369
Investment Services.....	369
Organization & Ownership.....	376
<i>FNX Solutions</i> .....	378

History .....	378
Statistics .....	378
Businesses .....	378
Organization & Ownership .....	378
<i>Fortiva</i> .....	379
History .....	379
Statistics .....	379
Businesses .....	379
Organization & Ownership .....	379
<i>Foundation Source</i> .....	379
History .....	379
Statistics .....	380
Businesses .....	380
Organization & Ownership .....	380
<i>Fund Tech</i> .....	380
History .....	380
Statistics .....	380
Businesses .....	380
Organization & Ownership .....	380
<i>GBS</i> .....	380
History .....	381
Statistics .....	381
Businesses .....	381
Organization & Ownership .....	381
<i>Getronics</i> .....	381
History .....	381
Statistics .....	381
Businesses .....	381
Organization & Ownership .....	382
<i>Global Investment Systems (GIS)</i> .....	382
History .....	382
Statistics .....	382
Businesses .....	382
Organization & Ownership .....	382
<i>GL Trade</i> .....	383
History .....	383
Statistics .....	383
Businesses .....	383
Organization & Ownership .....	383
<i>Golden Source</i> .....	383
History .....	383
Statistics .....	383
Businesses .....	384
Organization & Ownership .....	384
<i>G Tech</i> .....	384
History .....	384
Statistics .....	385
Businesses .....	385
Organization & Ownership .....	385
<i>Hewlett Packard</i> .....	385
History .....	385

Statistics .....	386
Businesses .....	386
EDS .....	386
Organization & Ownership .....	387
<i>Hyland Software</i> .....	387
History .....	387
Statistics .....	388
Businesses .....	388
Organization & Ownership .....	388
<i>Hypercom</i> .....	388
History .....	388
Statistics .....	389
Businesses .....	389
Organization & Ownership .....	389
<i>Hyperion Solutions</i> .....	390
History .....	390
Statistics .....	390
Businesses .....	391
Organization & Ownership .....	391
<i>IBM</i> .....	391
History .....	391
Statistics .....	393
Businesses .....	393
Hardware .....	393
Software .....	393
IBM Global Services .....	393
Organization & Ownership .....	397
<i>i-Deal</i> .....	397
History .....	398
Statistics .....	398
Businesses .....	398
Organization & Ownership .....	398
<i>Imaging Solutions</i> .....	398
History .....	398
Statistics .....	399
Businesses .....	399
Organization & Ownership .....	399
<i>IMX</i> .....	399
History .....	400
Statistics .....	400
Businesses .....	400
Organization & Ownership .....	400
<i>INDATA</i> .....	400
History .....	400
Statistics .....	401
Businesses .....	401
IMS Financial Planning .....	401
Organization & Ownership .....	401
<i>Informa</i> .....	401
History .....	401

Businesses .....	401
Investment Scorecard .....	401
Organization & Ownership .....	401
<i>Infosys Technologies</i> .....	401
History .....	401
Statistics .....	401
Businesses .....	401
Organization & Ownership .....	402
<i>Insurance Technologies</i> .....	402
History .....	402
Statistics .....	402
Businesses .....	402
Organization & Ownership .....	403
<i>Interactive Data</i> .....	403
History .....	403
Statistics .....	403
Businesses .....	403
CMS Bond Edge .....	403
Comstock .....	403
eSignal .....	404
FT Interactive Data .....	404
Organization & Ownership .....	404
<i>Investscape</i> .....	404
History .....	404
Statistics .....	404
Businesses .....	404
Organization & Ownership .....	404
<i>InvestTech</i> .....	404
History .....	405
Statistics .....	405
Businesses .....	405
Organization & Ownership .....	405
<i>IPC Information Services</i> .....	405
History .....	405
Statistics .....	406
Businesses .....	406
Organization & Ownership .....	406
<i>IPS Sendero</i> .....	406
History .....	407
Statistics .....	407
Businesses .....	407
Organization & Ownership .....	407
<i>Ivory Systems</i> .....	407
History .....	408
Statistics .....	408
Businesses .....	408
Organization & Ownership .....	408
<i>IW Financial</i> .....	408
History .....	409
Statistics .....	409

Businesses .....	409
IWF Workstation.....	409
Organization & Ownership.....	409
<i>Jack Henry &amp; Associates</i> .....	410
History .....	410
Statistics .....	410
Businesses .....	411
Organization & Ownership.....	412
<i>JH Harland</i> .....	412
History .....	412
Statistics.....	413
Businesses.....	413
Organization & Ownership.....	413
<i>J&amp;L Software</i> .....	413
History .....	414
Statistics.....	414
Businesses .....	414
Organization & Ownership.....	414
<i>JP Morgan Chase</i> .....	414
History .....	414
Businesses.....	414
Acumation .....	414
Organization & Ownership.....	414
<i>Kanbay</i> .....	415
History .....	415
Statistics.....	415
Businesses.....	416
Organization & Ownership.....	416
<i>Kestrel Technologies</i> .....	416
History .....	416
Statistics.....	417
Businesses .....	417
Organization & Ownership.....	417
<i>Klein Decisions</i> .....	417
History .....	417
Statistics.....	418
Businesses.....	418
Organization & Ownership.....	418
<i>Laserfiche</i> .....	418
History .....	418
Statistics.....	419
Businesses .....	419
Organization & Ownership.....	419
<i>Latent Zero</i> .....	419
History .....	420
Statistics.....	420
Businesses.....	420
Organization & Ownership.....	420
<i>Lava</i> .....	421
History .....	421
Statistics.....	421

Businesses .....	421
Organization & Ownership .....	421
<i>Linedata Services</i> .....	422
History .....	422
Statistics .....	422
Businesses .....	422
Organization & Ownership .....	422
<i>Lydian Trust Company</i> .....	422
History .....	422
Businesses .....	422
Lydian Data Services .....	422
Organization & Ownership .....	423
<i>MacGregor Group</i> .....	423
History .....	423
Statistics .....	424
Businesses .....	424
Organization & Ownership .....	424
<i>Market Access</i> .....	424
History .....	424
Statistics .....	424
Businesses .....	424
Organization & Ownership .....	425
<i>Market Street Advisors</i> .....	425
History .....	425
Statistics .....	425
Businesses .....	426
Robust Reporting .....	426
Organization & Ownership .....	428
<i>Mastek</i> .....	428
History .....	428
Statistics .....	428
Businesses .....	428
Organization & Ownership .....	428
<i>Matrix Financial Solutions</i> .....	428
History .....	428
Businesses .....	428
Prima Capital Holding .....	429
Organization & Ownership .....	430
<i>Merit Software Concepts</i> .....	431
History .....	431
Statistics .....	431
Businesses .....	431
Organization & Ownership .....	431
<i>Metavante</i> .....	431
History .....	432
Statistics .....	434
Businesses .....	434
Organization & Ownership .....	435
<i>Microsoft</i> .....	435
History .....	435
Statistics .....	436

Businesses .....	436
Organization & Ownership .....	436
<i>Miningham &amp; Oellerich</i> .....	436
History .....	437
Statistics .....	437
Businesses .....	437
Organization & Ownership .....	437
<i>Misys</i> .....	437
History .....	437
Statistics .....	437
Businesses .....	438
Organization & Ownership .....	438
<i>Mitsubishi UFJ Financial Group</i> .....	438
History .....	438
Businesses .....	438
Morgan Stanley (Barra) .....	438
Organization & Ownership .....	439
<i>Murex</i> .....	439
History .....	439
Statistics .....	439
Businesses .....	439
Organization & Ownership .....	439
<i>My Vest</i> .....	440
History .....	440
Statistics .....	440
Businesses .....	441
Strategic Portfolio System .....	441
Organization & Ownership .....	441
<i>National Regulatory Services Boston</i> .....	441
History .....	442
Statistics .....	442
Businesses .....	442
Organization & Ownership .....	442
<i>NCR</i> .....	442
History .....	443
Statistics .....	443
Businesses .....	443
Organization & Ownership .....	443
<i>Net Suite</i> .....	444
History .....	444
Statistics .....	444
Businesses .....	444
Organization & Ownership .....	444
<i>New York Stock Exchange</i> .....	444
History .....	445
Businesses .....	445
Archipelago .....	445
Organization & Ownership .....	445
<i>NexTrade</i> .....	445
History .....	446
Statistics .....	446

Businesses .....	446
Organization & Ownership .....	446
<i>Northfield Information Services</i> .....	446
History .....	446
Statistics .....	447
Businesses .....	447
Organization & Ownership .....	448
<i>Northstar Financial Services Group</i> .....	448
History .....	448
Statistics .....	448
Businesses .....	449
Clarke Lanzen Skalla (CLS) .....	449
Gemini Fund Services .....	455
Aquarius Fund Distributors .....	455
Orion Advisor Services .....	455
Advisor One Funds .....	456
Organization & Ownership .....	456
<i>Novell</i> .....	457
History .....	457
Statistics .....	458
Businesses .....	458
Cambridge Technology Partners .....	458
Organization & Ownership .....	458
<i>Oberthur Card Systems</i> .....	458
History .....	458
Statistics .....	458
Businesses .....	458
Organization & Ownership .....	459
<i>Odyssey Financial Technologies</i> .....	459
History .....	459
Statistics .....	459
Businesses .....	459
Organization & Ownership .....	460
<i>On 24</i> .....	460
History .....	460
Statistics .....	461
Businesses .....	461
Organization & Ownership .....	461
<i>Online Resources</i> .....	461
History .....	461
Statistics .....	462
Businesses .....	462
Organization & Ownership .....	462
<i>ONYX</i> .....	462
History .....	462
Statistics .....	463
Businesses .....	463
<i>Open Link</i> .....	463
History .....	463
Statistics .....	464

Businesses .....	464
Organization & Ownership .....	464
<i>Open Solutions</i> .....	464
History .....	465
Statistics .....	465
Businesses .....	465
Organization & Ownership .....	466
<i>Open Text</i> .....	466
History .....	466
Statistics .....	466
Businesses .....	467
Organization & Ownership .....	467
<i>Optima Technologies</i> .....	467
History .....	467
Statistics .....	467
Businesses .....	468
Organization & Ownership .....	468
<i>Oracle</i> .....	469
History .....	469
Statistics .....	469
Businesses .....	469
Decisioneering .....	469
Organization & Ownership .....	470
<i>Osprey Partners</i> .....	470
History .....	470
Statistics .....	470
Businesses .....	470
Osprey OSP .....	470
Organization & Ownership .....	470
<i>Pareto Systems</i> .....	471
History .....	471
Statistics .....	471
Businesses .....	471
Organization & Ownership .....	471
<i>Pass Mark Security</i> .....	471
History .....	471
Statistics .....	472
Businesses .....	472
Organization & Ownership .....	472
<i>Patni</i> .....	472
History .....	472
Statistics .....	472
Businesses .....	472
Organization & Ownership .....	472
<i>Pat Systems</i> .....	472
History .....	472
Statistics .....	473
Businesses .....	473
Organization & Ownership .....	473
<i>Pega Systems</i> .....	473
History .....	473

Statistics .....	473
Businesses .....	474
Organization & Ownership .....	474
<i>Pension Online</i> .....	474
History .....	474
Statistics .....	474
Businesses .....	475
Organization & Ownership .....	475
<i>Pension Profile</i> .....	475
History .....	475
Statistics .....	475
Businesses .....	475
Filter Software .....	475
Organization & Ownership .....	475
<i>Perot Systems</i> .....	475
History .....	476
Statistics .....	476
Businesses .....	476
Organization & Ownership .....	477
<i>PG Calc</i> .....	477
History .....	477
Statistics .....	477
Businesses .....	477
Organization & Ownership .....	477
<i>P&amp;H Solutions</i> .....	477
History .....	477
Statistics .....	478
Businesses .....	478
Organization & Ownership .....	478
<i>PNC Financial</i> .....	478
History .....	478
Businesses .....	479
Albridge Solutions .....	479
Midland Loan Services .....	481
Organization & Ownership .....	481
<i>Portfolio Systems</i> .....	481
History .....	482
Statistics .....	482
Businesses .....	482
Organization & Ownership .....	482
<i>Portrait Software</i> .....	482
History .....	482
Statistics .....	482
Businesses .....	482
Organization & Ownership .....	482
<i>Portware</i> .....	482
History .....	482
Statistics .....	483
Businesses .....	483
Organization & Ownership .....	483
<i>PPCA</i> .....	483

History .....	483
Statistics .....	484
Businesses .....	484
Organization & Ownership .....	484
<i>Precision Information</i> .....	484
History .....	484
Statistics .....	484
Businesses .....	485
Organization & Ownership .....	485
<i>Principal Financial</i> .....	485
History .....	485
Businesses .....	485
Impact 401k .....	485
Organization & Ownership .....	485
<i>QED Information Systems</i> .....	486
History .....	486
Statistics .....	486
Businesses .....	486
Organization & Ownership .....	486
<i>Quantitative Science Technologies</i> .....	486
History .....	486
Statistics .....	487
Businesses .....	487
Virtual Portfolio Manager .....	487
Organization & Ownership .....	487
<i>Redi 2 Technologies</i> .....	487
History .....	487
Statistics .....	488
Businesses .....	488
Organization & Ownership .....	488
<i>Reed Elsevier</i> .....	488
History .....	488
Businesses .....	488
Lexis Nexis .....	489
Organization & Ownership .....	489
<i>Risk Metrics</i> .....	489
History .....	489
Statistics .....	489
Businesses .....	490
Organization & Ownership .....	490
<i>RSA Security</i> .....	490
History .....	490
Statistics .....	491
Businesses .....	491
Organization & Ownership .....	492
<i>S1</i> .....	492
History .....	492
Statistics .....	492
Businesses .....	493
Organization & Ownership .....	493
<i>Sabermace Software Solutions</i> .....	493

History .....	493
Statistics .....	493
Businesses .....	493
Form ADV Enterprise .....	493
Organization & Ownership .....	493
<i>Salesforce.Com</i> .....	493
History .....	494
Statistics .....	494
Businesses .....	494
Organization & Ownership .....	494
<i>SAS</i> .....	495
History .....	495
Statistics .....	495
Businesses .....	496
Organization & Ownership .....	496
<i>SEI Investments</i> .....	496
History .....	496
Businesses .....	496
Performance Station .....	496
Organization & Ownership .....	497
<i>Shadow Financial Services</i> .....	498
History .....	498
Statistics .....	499
Businesses .....	499
Organization & Ownership .....	499
<i>SIAC</i> .....	499
History .....	499
Statistics .....	500
Businesses .....	500
Organization & Ownership .....	500
<i>Simcorp</i> .....	500
History .....	500
Statistics .....	500
Businesses .....	500
Organization & Ownership .....	500
<i>Smart Stream</i> .....	500
History .....	501
Statistics .....	501
Businesses .....	501
Organization & Ownership .....	501
<i>SoftPak Financial Systems</i> .....	501
History .....	501
Statistics .....	501
Businesses .....	501
Organization & Ownership .....	502
<i>Source Technologies</i> .....	502
History .....	503
Statistics .....	503
Businesses .....	503
Organization & Ownership .....	503
<i>Specialty Software</i> .....	503

History .....	504
Statistics .....	504
Businesses .....	504
Organization & Ownership .....	504
<i>Spring Water Software</i> .....	504
History .....	504
Statistics .....	504
Businesses .....	504
Organization & Ownership .....	504
<i>SS&amp;C Technologies</i> .....	504
History .....	505
Statistics .....	505
Businesses .....	507
Organization & Ownership .....	509
<i>Standard Register</i> .....	509
History .....	509
Statistics .....	509
Businesses .....	509
Organization & Ownership .....	510
<i>State Street Corporation</i> .....	510
History .....	510
Businesses .....	510
By All Accounts .....	510
Princeton Financial Systems .....	511
Organization & Ownership .....	511
<i>Steele Systems</i> .....	511
History .....	511
Statistics .....	511
Businesses .....	511
Organization & Ownership .....	512
<i>Still River Software</i> .....	512
History .....	512
Statistics .....	512
Businesses .....	512
Organization & Ownership .....	512
<i>Stratecision</i> .....	512
History .....	513
Statistics .....	513
Businesses .....	513
Organization & Ownership .....	513
<i>Stratus Technologies</i> .....	513
History .....	513
Statistics .....	514
Businesses .....	514
Organization & Ownership .....	514
<i>Sungard</i> .....	514
History .....	514
Statistics .....	517
Businesses .....	518
Availability Services .....	540
Organization & Ownership .....	544

<i>Teknowledge Corporation</i> .....	544
History .....	545
Statistics .....	545
Businesses .....	545
Organization & Ownership .....	545
<i>Telekurs Group</i> .....	545
History .....	546
Statistics .....	546
Businesses .....	546
Organization & Ownership .....	546
<i>Temenos Group</i> .....	546
History .....	546
Statistics .....	546
Businesses .....	546
Organization & Ownership .....	546
<i>The Bank of New York Mellon Corporation</i> .....	546
History .....	546
Businesses .....	546
Pershing (iNautix).....	546
Eagle Investment Systems .....	548
Organization & Ownership .....	549
<i>Thomson Reuters</i> .....	549
History .....	549
Statistics .....	549
Businesses .....	549
Lipper.....	550
Beta .....	550
Publications.....	550
Organization & Ownership .....	550
<i>Time Value Software</i> .....	551
History .....	551
Statistics .....	551
Businesses .....	551
Organization & Ownership .....	551
<i>Total System Services</i> .....	551
History .....	552
Statistics .....	552
Businesses .....	552
Organization & Ownership .....	552
<i>Townsend Analytics</i> .....	553
History .....	553
Statistics .....	553
Businesses .....	553
Organization & Ownership .....	553
<i>Transaction Network Services (TNS)</i> .....	554
History .....	554
Statistics .....	554
Businesses .....	554
Organization & Ownership .....	554
<i>Transaction Systems Architects</i> .....	555

History .....	555
Statistics .....	555
Businesses .....	556
Organization & Ownership .....	556
<i>Transfirst Holdings</i> .....	556
History .....	556
Statistics .....	557
Businesses .....	557
Organization & Ownership .....	557
<i>Trema</i> .....	557
History .....	557
Statistics .....	558
Businesses .....	558
Organization & Ownership .....	558
<i>uMonitor</i> .....	558
History .....	558
Statistics .....	558
Businesses .....	558
Organization & Ownership .....	558
<i>Unisys</i> .....	559
History .....	559
Statistics .....	559
Businesses .....	559
Organization & Ownership .....	560
<i>Universal Network Exchange (UNX)</i> .....	560
History .....	560
Statistics .....	560
Businesses .....	560
Organization & Ownership .....	560
<i>Vasco Data Security</i> .....	561
History .....	561
Statistics .....	561
Businesses .....	561
Organization & Ownership .....	562
<i>Vestek</i> .....	562
History .....	562
Statistics .....	562
Businesses .....	562
Organization & Ownership .....	563
<i>Vestmark</i> .....	563
History .....	563
Statistics .....	564
Businesses .....	564
Organization & Ownership .....	564
<i>Vicor</i> .....	565
History .....	565
Statistics .....	565
Businesses .....	566
Organization & Ownership .....	566
<i>Viewpointe Archiving Systems</i> .....	566
History .....	566

Statistics .....	567
Businesses .....	567
Organization & Ownership .....	567
<i>Wall Street Systems</i> .....	567
History .....	568
Statistics .....	568
Businesses .....	568
Organization & Ownership .....	568
<i>Wealthtec</i> .....	569
History .....	569
Statistics .....	569
Businesses .....	569
Organization & Ownership .....	569
<i>XRT</i> .....	569
History .....	569
Statistics .....	570
Businesses .....	570
Organization & Ownership .....	570
<i>Yodlee</i> .....	570
History .....	571
Statistics .....	571
Businesses .....	571
Organization & Ownership .....	572
<i>Zantaz</i> .....	572
History .....	572
Statistics .....	573
Businesses .....	573
Organization & Ownership .....	573
<i>Zephyr Associates</i> .....	573
History .....	573
Statistics .....	574
Businesses .....	574
Organization & Ownership .....	574

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