

## *Leading Automated Trading Software Developer Maximizes Profitability with Award-Winning Managed Services from The New York Internet Company*

### *O v e r v i e w*

Founded in 2000, Portware LLC ([www.portware.com](http://www.portware.com)) is the financial industry's leading developer of broker-neutral, automated trading software for global equities, futures, options and FX. With offices in New York, London, Hong Kong, and Hyderabad, Portware works in partnership with its clients to create highly integrated solutions to streamline workflow and increase operational efficiencies on trading desks worldwide. Portware Enterprise, their flagship product, has been implemented at more than 130 financial firms worldwide, including sell-side program trading desks, quantitative hedge funds and leading investment management firms.

### *C h a l l e n g e*

Portware managed IT services in-house for the first four years of its existence. In 2004, Portware began searching for a third-party provider to maximize profitability and assure quality of service.

### *S o l u t i o n*

The New York Internet Company (NYI), an award-winning colocation and managed services provider established in 1996, distinguished itself from the competition by the expertise and passion of its staff, along with its reputation for excellence. Unlike other providers, NYI treated Portware as a partner rather than just another customer, demonstrating a direct and personal commitment to the unique needs of the Portware team.

### *B e n e f i t s*

- NYI's rock-solid services have helped Portware to double its client base over the past five years, even with the current economic downturn
- NYI's dedicated 24/7 support team has helped Portware enhance its offering as a fully customizable, FIX-compliant trade management and execution system
- NYI's efficiencies would have cost Portware 10X their current spend-rate had they continued to in-source their operations
- NYI's support has also enabled Portware to seamlessly integrate with existing infrastructures and third-party applications such as data feeds and networks

Portware has put together an impressive team of professionals with extensive backgrounds in both trading and technology. With years of experience at some of the world's leading financial institutions, Portware's account management and support teams provide clients with top-notch assistance and expertise. Among its suite of offerings, Portware Enterprise is currently used by more than 130 buy-side, sell-side and hedge fund firms worldwide.

"In terms of numbers alone, we would be spending 10X our current rate to replicate internally the superior service NYI has given us the past five years."

Nick Serafini,  
Head of Information Services,  
Portware

Portware's success has been due, in part, to how their inherent flexibility, open architecture and customization features provide an ideal solution for complete trade and execution management of global equities, futures, options and FX trading. The other half of the story has been their flawless execution, which has been attributable in large measure to the

support of NYI. "I couldn't have asked for more," said Nick Serafini, Head of Information Services, Portware. "Our internal team and NYI complement each other perfectly."

## *Future of Financial IT*

The current financial downturn has left many to speculate on what role IT will play in the future of the financial services industry. As Portware sees it, the future has already arrived. "It's about the virtualization of services," said Serafini. "It's not outsourcing per se. It's about choosing partners along the value chain who minimize facilities cost. For instance, hedge funds, buy- and sell-side institutions turn to us for our software expertise, and we in turn engage a company like NYI for their colocation and managed services excellence." He continued, "Not to sound immodest, but this is a model we have been refining for the past nine years."

Serafini rejects those in the business of doom-and-gloom. For him, there are always opportunities. The trick, according to Serafini, is figuring out what the market needs: "We present a rock-solid model for our clients, which is how we have been able to continue growing despite the current economic environment." Their recent deals have included some of the world's largest asset managers. Portware's 10 newest buy-side clients collectively manage over US\$1.5 trillion. "We couldn't have had such wins without a partner like NYI. In terms of numbers alone, we would be spending 10X our current rate to replicate internally the superior service NYI has given us the past five years."