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Eze Castle Preps Mobile Data Service

Buy-side technology service provider Eze Castle Integration will this week launch a mobile data offering that pulls together services from mobile data provider TeleCommunication Systems (TCS), Pyxis Mobile and wireless services provider eAccess, targeted at Eze Castle's investment manager and hedge fund clients.

Eze Castle managing director of marketing Bob Guilbert says the vendor created the service in response to client demand for a one-stop shop for mobile services. Dubbed Eze Smart Mobility, it will provide access to firm's databases and market data platforms via BlackBerrys and other wireless devices,

"Our clients now have one point of contact to buy through us a BlackBerry, a contract with Verizon plus Pyxis Mobile and/or MarketStream applications available on those devices," Guilbert says.

Eze Castle acts as an introducing partner to Pyxis, which provides tailored platforms for mobile access to a user's back-end systems, and re-sells TCS' MarketStream wireless data product, which provides streaming data from Reuters, alerting, charts and real-time news.

Guilbert says the service is aimed at analysts and portfolio managers who may want access to market data and portfolio and holdings data while they are out of the office meeting with investor clients or companies under coverage.

He says the user's job function would determine which application they use. "I can envision both being used by a hedge fund, for example. [Pyxis'] m-Portfolio gives a chief compliance officer the ability to see infractions and to take action... while a portfolio manager may use both to drill down into their portfolio management or customer relationship management (CRM) system, which they can do using Pyxis, and if they wanted Reuters data streamed to the device they would use MarketStream," he says.

Guilbert says Eze Castle plans to make other mobile applications available via Smart Mobility, though he declines to name any being readied to add. "We see new technologies out there that we would want to bring to clients... and we have a roadmap in terms of partners we want to bring on board," he says, adding that back-office and CRM vendors would be natural additions to extend Smart Mobility's capabilities.

Though the individual vendors will be responsible for integrating their services with Eze Castle's clients—two of which are already beta testing Pyxis Mobile's offerings via Smart Mobility—Eze Castle will validate and approve each vendor before offering them to clients.

"Hedge funds and buy-side firms are very interested in leading-edge technologies. However, given the transactional environments they work in, they are not tolerant of downtime. So... we make sure [each service] is validated by us," he says.

- Max Bowie