



July 2007



Spotlight on Rinando Soto

Stewart Eisenhart speaks with Eze Castle Integration's Rinando Soto about the changes he's experienced resulting from his recent move from the prime brokerage industry to the buy-side technology vendor community, which services ostensibly the same market, although from different angles.

Why did you decide to leave prime brokerage for ECI?

Working in the prime brokerage sector over the past several years, I saw a growth in the number of hedge fund start-ups. Most of these managers were coming from larger shops where their IT infrastructure was provided and managed by their in-house technology group; when they go out on their own they're presented with the challenge to try and duplicate that infrastructure and they're not quite sure where to begin. While I was at Banc of America Securities I worked with the ECI team on clients we jointly serviced, and I'd always been impressed with their technology and their technical staff. I thought it was a relatively easy transition for me to move over to Eze Castle.

What will your major near-term initiatives be at ECI?

I'll be running the service organisation based here in our western region. This group is basically responsible for delivering services to our hedge fund clients. In the short term, my first priority is to go out and meet all our clients in the area. This region has experienced the fastest growth lately for the company, so there are a lot of clients to meet. This will help me better understand clients' needs and where we can extend our product offerings to improve their business processes. Internally, I'll also be working with ECI's service and product groups in efforts to extend our offerings.

Are there any issues particular to west coast hedge fund operations you expect to deal with?

We don't see a huge difference between an east coast client or a west coast client; we've got pretty similar templates for servicing clients in these areas.

What operational or technological issues do you anticipate clients coming to you with?

I think mobility is a key issue. You see a lot more west coast hedge fund managers traveling, so the ability to address their related mobility needs is going to be our focus, whether we're talking Blackberries or mobile phones or other capabilities.

On a related note, do you see a significant appetite for ASP technologies among west coast managers?

No, I don't think so. Managers haven't been really comfortable yet with the ASP model.

We've been hearing a lot from consultants and analysts about Mifid and Reg NMS – are there any regulatory-related issues you expect to tackle with clients?

Our London clients have been dealing with Mifid, but not here.

Could you describe your previous role at Banc of America Securities?

I managed teams responsible for deployment, maintenance and support of IT infrastructure of our west coast prime brokerage clients. I guided clients both through short-term IT projects and longer-term, strategic IT initiatives.