

## Serebrum Delivers Application Integration Solution For Financial ASP Solution To ComStock

### *The Challenge*

ComStock, a leading provider of real-time global financial information, formerly a division of Standard & Poor's and currently a division of Interactive Data Corporation (NYSE: IDC) was in the process of extending its leadership position in providing real-time financial market data through a suite of applications delivered on an Application Service Provider (ASP) model through its "Financial ASP Solutions" Group.

Donald Finucane, Vice President of Marketing and Product Management, wanted the ASP site designed and integrated with the back-end applications to better showcase the scope of the technology. Time and budget constraints required the delivery of a rapid cost effective solution.

### *The Solution*

Serebrum rapidly assembled an on-site and off-site team of web designers and application integration experts. Through its bRAInI™ Process, and in close consultation with the technology and marketing teams of ComStock, Serebrum rapidly worked out the requirements. A working prototype was delivered and an interactive development process closely aligned with the needs of ComStock helped ensure timely deliverables.

"Serebrum was sensitive to our evolving needs and worked closely with our team to balance the needs of time and budget. Serebrum's domain expertise in the financial services arena helped to shorten the ramp-up time required to launch," said Don Finucane, Vice President of Marketing and Product Management.

### *The Results*

ComStock went live with a fully integrated site as per schedule. "Serebrum's timely delivery of the solution has been a key factor in ComStock landing a large client within the first month of the go-live date," added Don Finucane.