



Money.NET Profits from AT&T Reliability

About Money.NET

Money.NET, Inc. is a financial and subscription software development company providing retail investors and institutions with professional grade real-time market information and tracking tools at affordable monthly rates. Money.NET offers packages that include real-time quotes, streaming charts, market updates, news and wireless alerts through its websites (www.money.net, www.pcquote.com, www.marketscreen.com, www.candianmarkets.ca) and through licensing agreements and customized software systems. Today the company manages one of the largest subscriber bases with more than 30,000 customers and networks for real-time market data, delivering streaming stock quotes directly from the major U.S. and Canadian stock exchanges.

Situation

Retail and institutional investors choose Money.NET to deliver precise, real-time information to their desktops, PDA's and wireless devices, while minimizing subscription costs and eliminating the need for any software or hardware installations. The strength of Money.NET's business model comes from ensuring that customers get the information quickly, securely and reliably. Streaming the data in real time is a network-intensive process, and Money.NET's initial hosting providers were unable to meet the demand for bandwidth. Network outages occurred with maddening regularity, interrupting the timely flow of financial data to tens of thousands of end-users.

Solution

With AT&T Enterprise Hosting, Money.NET has virtually eliminated outages, which is extremely significant in an industry where an hour of downtime can cost a company more than \$100,000. AT&T Enterprise Hosting allows Money.NET to integrate its mission-critical applications into AT&T's network architecture and hosting management platform to deliver infrastructure performance that maximizes business results. Now Money.NET corporate clients have continuous access to vital financial information.

Banking on AT&T Reliability

Dependability was the top reason Money.NET switched to AT&T Enterprise Hosting Services, but savings was an unexpected bonus. Money.NET CEO H.L. Van Arnem estimates his corporation has saved \$100,000 annually since it made the move to AT&T. "Reliability was our top concern," he said. "We were hosting with what we thought were great companies with great equipment, but we were dealing with major outages."

Since choosing AT&T, Van Arnem says, "We went from four to five outages a month to basically none. I can't tell you how good we feel about our service as a result of being with AT&T." Money.NET now uses the stability of the AT&T network to market its services to institutional clients. "AT&T is definitely a selling point," Van Arnem said. "Institutional clients considering Money.NET are attracted by the strength of our products, but are concerned about how the products are delivered. We lean on AT&T's service and reputation on a daily basis. Hosting at AT&T adds confidence in potential customers' technical due diligence from a safety and reliability perspective."

Money.NET Facts

- **Business Needs**
Dependable and secure delivery of real-time financial information
- **Networking Solution**
Managed hosting maximizes results for Money.NET clients
- **Business Value**
Improved reliability for mission-critical functions
- **Industry Focus**
Financial services
- **Size**
30,000 customers

AT&T Enterprise Hosting gives Money.NET a true advantage in the marketplace, Van Arnem said. "Every ounce of our service is delivered by AT&T. Having fast, reliable AT&T service is paramount. It's a differentiating factor," he said. "In the last few years the perception of the quality product that Money.NET delivers has been improved, indirectly or directly, because of AT&T."

Impressive Internet Data Center

The security of the state-of-the-art AT&T Internet Data Center that hosts the Money.NET servers impressed company executives. "The decision-making process was easy once we visited the data center and saw how they supply mission-critical communications services to government, hospitals and businesses," Van Arnem said. "We take comfort in the length of time AT&T has been in business and felt certain that they could deliver the price and service levels they promised. In the past, our experience was with hosting companies that over-promised and under-delivered."

Events like the terror attacks of Sept. 11, 2001 and the 2003 blackout that left much of the U.S. without power have reinforced officials' faith in AT&T. "Our headquarters is in New York City, and it was important for us to be hosted in New York City. On 9/11 and during the blackout, we were 100 percent online and operational with AT&T," Van Arnem said. "It's very reassuring to know that we are hosted at such a safe and secure data center with such an impeccable track record."

AT&T is equally effective in handling the soaring Internet traffic spikes Money.NET experiences when financial markets open and close each day. AT&T BusinessDirect® enable Money.NET IT staff to monitor bandwidth utilization. With a direct gateway to AT&T systems, these tools can cut overall time to make repairs, shorten installation intervals and optimize network performance. "I like to be able to see how AT&T is handling traffic spikes," Van Arnem said. "We're comfortable that AT&T has many other large clients with healthy bandwidth needs. I know AT&T's resources are not being stretched to accommodate our requirements."

AT&T's networking tools provide measurable value to Money.NET, Van Arnem said. "We are constantly adding new servers into our server farms at the Internet Data Center. "AT&T's staff can handle daily procedures remotely, making daily monitoring and maintenance quicker and easier."

Flexibility Accommodates Growth

"We have very extensive needs," Van Arnem noted. "We're not just a customer who places servers in the data center. We're constantly

adding servers." Initial concerns that AT&T wouldn't have the flexibility to handle a server farm in constant flux proved groundless, he said. "AT&T gives us all the attention we need, and we have more flexibility than we had with any other provider."

AT&T is also quick to scale solutions to keep Money.NET ahead of the curve. "We recently added 50 servers—that's a large migration project," Van Arnem said. "That went very smoothly. Each quarter we add at least 15 machines and there's never an issue."

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— H.L. Van Arnem, Money.NET CEO

Professionals at the AT&T Internet Data Center are always available to monitor Money.NET equipment and make updates as necessary. On the few occasions when a problem has occurred, whether it involves hardware or networking, Money.NET has gotten quick satisfaction from AT&T. "No matter what the problem, they address it and fix it as soon as possible," Van Arnem said. "They're very good, and very perceptive. The engineering support is quick."

This is important to a growing corporation like Money.NET. "We're not a big company, but AT&T treats us as if we are," he said.

"Hosting with AT&T means that our company is at the best-of-breed carrier," Van Arnem said. "Our service is now more reliable and faster than in our previous relationships. Overall it is a comfort and a satisfying experience."

Van Arnem said he would "absolutely" recommend AT&T hosting to colleagues. "We're satisfied with how they handle our account and think they provide outstanding service."

Money.NET, in the process of purchasing two companies, will count on AT&T to assist with integrating the acquisitions into its infrastructure. "AT&T will help us with the migration and be responsible for the overall hosting of all the companies," he said. "We know that with AT&T we have good people, great service and accountability."

For more information contact your AT&T Representative or visit us at www.att.com/business.

