



SumGood News

Helping you to meet your Business Objectives

Special Edition 2005

Summersson Goodacre is an Associate member of APCIMS

SITC 2005: Best ever

Held at a magnificent venue in the City - the BT Centre - Summersson Goodacre's Systems in the City Conference, Exhibition and Awards on Friday 22nd April 2005, was a phenomenal success. For the first time, the annual Conference and Awards were combined into one event. At SITC 2005, sponsored by BT, RBS, Rhyme Systems and SunGard Investment Management Systems, senior executives within the stockbroking and finance industry had the opportunity to network on an informal basis.



Based on feedback from the 2004 event, this year's conference focused more on business rather than technical issues, which proved to be a winning choice: *"I was relieved that topics were not at all technical but of real interest. All the speakers were excellent!"* (Ian Garden, Bank of Scotland).

After the introduction by Summersson Goodacre's Managing Director Stephen Pinner, Guy Sears (APCIMS) gave a topical presentation on MiFID and the impact of the new regulations (see separate article). Angela Knight (APCIMS) captured the attention of the audience discussing the question of whether the City is doing enough for private investors.

Introduced and chaired by Michael Wilson of Sky Business News, the Euro in the City Referendum saw Gerard Batten (UKIP), John Stevens (Liberal Democrats), Mary Honeyball (Labour) and Dr. Charles Tannock (Conservative) put forward their parties' views on the Euro. This session included audience participation by way of electronic voting (see inside pages for the results of the electronic voting).

"Well done to everyone at Summersson Goodacre. You should be pleased with the way it went, it was very well organised and a most enjoyable & enlightening day."
Viv Smith
Abbey Sharedealing Services

"An excellent and successful event"
John Farthing, Cheviot Capital

"I thought the event was a tremendous success. Well done for all your hard work. BT were delighted to host such an event."
Bob Humphreys BT

"A very rewarding day"
Mark Carlile, Charles Stanley

"Many congratulations on the success of the System in the City Awards. It was a pleasure to join you for lunch and to meet many old friends."
The Lord Mayor of London, Michael Savory



The Lord Mayor of London, Michael Savory, presents the Award to the company receiving most votes overall, Chris Potts (Rhyme Systems)

The event culminated with the Awards themselves, presented by the BBC's chief sports commentator John Motson. After sharing some of his interesting experiences and amusing anecdotes (*"I thought I was famous, but when I arrived, a man in the bar asked if I was the bloke who did the cricket on the radio!"*), 'Motty' announced the 2005 winners (see inside pages for details).

The Lord Mayor of London, Michael Savory, presented the Award to the company receiving the most number of votes in all categories and Clay Harris presented the new Mudlark Award, derived from his column in the Financial Times (see inside for more information about this new Award and this year's winners).

The contribution of the Lord Mayor of London, John Motson, Clay Harris, Angela Knight, Guy Sears, Michael Wilson and the MEPs, and a record number of delegates made 2005's SITC Summersson Goodacre's most successful event to date. A definite winner!

Systems in the City 2005 Conference, Exhibition & Awards

This Issue

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Angela Knight wages war on red tape

Guy Sears (APCIMS): Systems suppliers forum

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'Motty' presents the Systems in the City Awards 2005



Following a superb lunch, sponsored by BT, delegates gathered in the BT Auditorium for the annual SITC Awards. This year's Awards attracted a vast number of votes across all categories. Summerson Goodacre were pleased to welcome the legendary BBC sports commentator John Motson to announce and present the Awards. 'Motty' proved to be an interesting and very amusing speaker, especially when recalling some of his own 'Colemanballs': *"And for those of you watching in black and white, Spurs are playing in yellow shirts."*

The Award winners were:

- | | |
|-----------------------------------------------------|---------------------------------------|
| ▪ Best New Development | OMX Group |
| ▪ Superior Customer Service | SunGard Investment Management Systems |
| ▪ Services to the Securities Industry | Pershing |
| ▪ Outsourcing Support | ADP Wilco |
| ▪ Information Display Systems | Fidessa |
| ▪ Best Marketing Material | Thomson Financial |
| ▪ Best Website | Computershare |
| ▪ Most Cost Effective System | MBA Systems |
| ▪ STP Efficiency | Peterevans |
| ▪ Highest Rated CEO | Rhyme Systems |
| ▪ Most Votes in all Categories | Rhyme Systems |
| ▪ Sales Executives of the Year* | |
| o Dan Campion | Interactive Data |
| o Sharron Davey | Penson Financial Services Ltd |
| o Piers Farbrother | Rhyme Systems |
| o Lesley Laws | Fidessa |
| ▪ Individual Award for Exceptional Customer Service | |
| o Marcus Monaghan | Boot Computers |

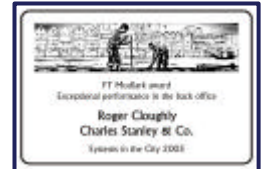
*Joint winners, from 16 nominations.

First FT Mudlark Award for Roger Cloughly (Charles Stanley)

In addition to the usual Awards, a new Award was presented this year, based on the FT Mudlark column written by Clay Harris. The Mudlark Award has been created to reward exceptional performance in the back office.

Nineteen individuals from different companies were nominated and more than 26,000 votes were polled resulting in Roger Cloughly (Charles Stanley) as the outright winner. Doug Barlow (WH Ireland) was the runner-up. George Jackson (Pilling & Co) was presented with a Long Service Award.

Clay Harris personally handed the Mudlark Award to Roger, commenting that it was only right, to give him a big rubber stamp to show his authority...



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The City agrees: Euro not so good for the City

The second part of the conference took a more political turn, addressing the question of whether or not the Euro is good for the City. The Euro in the City Referendum, hosted by Sky Business News presenter Michael Wilson, incorporated audience participation by way of electronic voting. MEP representatives from Conservative, Labour, Liberal Democrats and UKIP expressed their views on the subject and illustrated are extracts from the voting process.

The audience were clearly sceptical, prior to the debate, of the benefits of the Euro and they were obviously impressed by the contributions of the Conservative and UKIP representatives as after the debate the 'definitively no' vote hardened by 15.1% (see chart 1). Although John Stevens (former MEP Liberal Democrats), Dr. Charles Tannock (MEP Conservative) and Mary Honeyball (MEP Labour) all strongly expressed their party's views on the Euro, the results of the voting showed that Gerard Batten (UKIP) was more in tune with the delegates (chart 2).

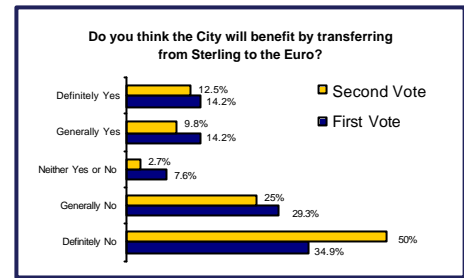


Chart 1

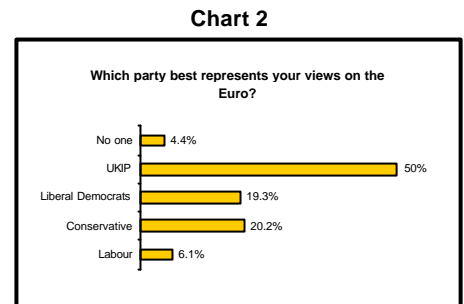


Chart 2

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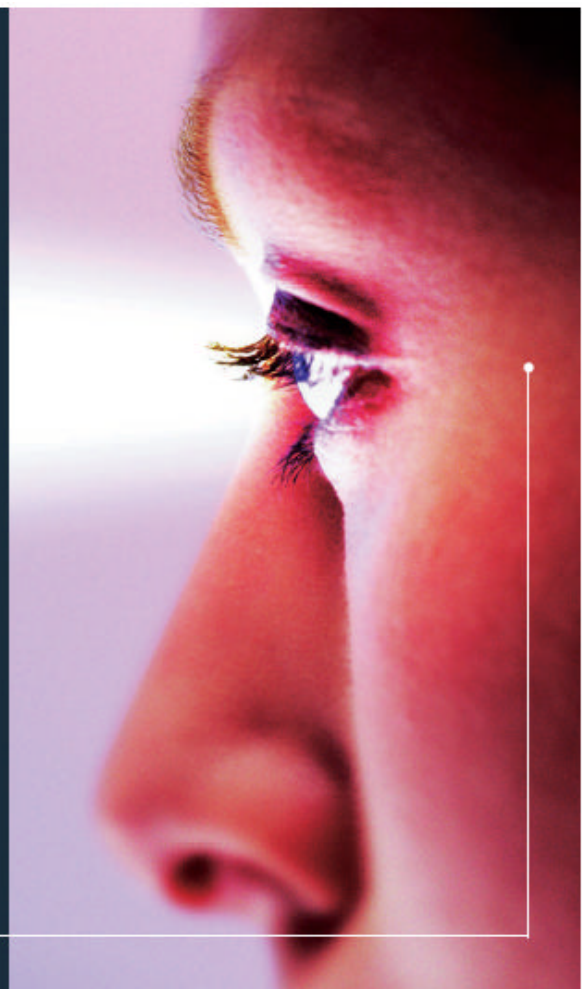
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Angela Knight wages war on red tape

Angela Knight the Chief Executive of APCIMS gave, as usual, an exceptional presentation on the question of 'Is the City doing enough for private investors?'



Angela Knight (APCIMS)

Angela's beliefs are that the City continues to provide an excellent service to private investors despite the never-ending, burdensome, and expanding legislation imposed by Brussels, the government and the regulators.

A date for your diary

Friday 12th May 2006
Systems in the City 2006
Conference, Exhibition & Awards
Book now to avoid disappointment.
sitc@sumgood.com

Guy Sears: System suppliers forum

Guy Sears put his ideas and concerns forward regarding MiFID and the impact of the changes. Based on his recommendations to establish a forum for system suppliers where regulators and other governmental bodies can discuss proposed legislation, rule changes and regulations, APCIMS and Summerson Goodacre will be working together to create a relevant group. The main purpose of this group will be to advise regulators and governing bodies on the feasibility and timing of delivering services and systems, which can meet the demands of changes in policy and procedures.



Guy Sears (APCIMS)

APCIMS and Summerson Goodacre would like to establish the level of interest for participating in such a forum. This will not be a commercial venture nor is it being set up to compare products from competing organisations. If you are interested in becoming a part of this group, please contact Stephen Pinner (020 7422 0063).



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