



Dreyfus Brokerage outpaces bulls and bears with online service.

It may seem like a stretch to say that a company with a 25-year history wouldn't exist today without an online presence. But that's the view of Dreyfus Brokerage Services, established in 1976 and a member firm of the New York Stock

Exchange and other principal U.S. securities exchanges. Based in Beverly Hills, California, the 226-employee, \$80 million company now brings in 85 percent of its business from its Web site.

an online business-to-consumer (B2C) brokerage that delivered the high-speed execution and reliability demanded by Dreyfus Brokerage's exacting target audience—the active trader. For that, the company needed a robust, reliable Web server platform.

Application	B2C discount brokerage service
Business Benefits	200% increase in sales transactions in 18 months; industry leader in transaction-processing speeds; 85% of business conducted online; 2 million hits daily
Software	IBM DB2® Universal Database™ for AS/400® IBM HTTP Server
Servers	IBM AS/400®
Services	IBM Global Services

By continually refining its processes to maximize ease of use and overall efficiency, Dreyfus Brokerage has maintained one of the lowest commission structures in the industry without compromising its high quality of service. A few years back, Dreyfus Brokerage saw the Internet as a new way to interface more efficiently with clients, deliver more products than it could through its dial-in systems and protect its competitive position while growing revenues. The challenge was to launch

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—Alex Bryer, Senior Vice President of Information Technology, Dreyfus Brokerage Services



Dreyfus Brokerage delivers high-speed transaction processing—just what its customers demand—through its online B2C brokerage.



Dreyfus Brokerage conducted an extensive evaluation of leading e-business platforms, including the IBM AS/400, its batch-processing server. An impressive product demonstration spotlighting the power of the AS/400 as a Web server — plus the company's in-house AS/400 expertise — made the AS/400 the top choice. Based on its scalability, reliability and tight integration with the AS/400 platform, IBM DB2 Universal Database was the natural choice for the back-end database.

"The AS/400 lives up to its billing in terms of low support requirements, and its uptime is incredible," says Alex Bryer, senior vice president of information technology. "Hands down, the AS/400 server is 100 percent better than Microsoft® Windows NT®. As for DB2, we don't have to pay attention to it, because it runs perfectly, just as we expected."

The right choice for mission-critical performance

Today, a cluster of AS/400 servers supports the Dreyfus Brokerage Web site, located at www.edreyfus.com. Clients can buy and sell equities, options, mutual funds and bonds; review educational resources and track their portfolios. More than a dozen databases running DB2 Universal Database, varying in size up to 50 gigabytes, store customer account data.

The AS/400 server handles the company's rapidly growing and varied transaction volumes with ease. Each day, the site draws 2 million hits and processes 18,000 sales transactions — the latter a 200 percent increase in 18 months.

"There is a tremendous amount of scalability to the AS/400 server, and we haven't come close to reaching its capacity," says vice president of information technology Bill Skidmore. "One day earlier this year when there were record volumes on the NASDAQ, we had no problems meeting the demand."

Superior support for superior products

Dreyfus Brokerage is as pleased with IBM service as it is with its products. "Last year, we had a performance issue, and weren't sure where the problem was," explains Bryer. "Of the three vendors we deal with, IBM Global Services was the only one here onsite — they got here within two hours and stayed for two days. We've had excellent support from IBM."

To leverage integration advantages offered by IBM solutions, Dreyfus Brokerage is migrating from I/NET server software to IBM HTTP Server, and eventually to IBM WebSphere® Application Server, which it sees as part of its future direction.

As the online brokerage field continues to heat up, Dreyfus Brokerage has many enhancements in the works that will differentiate the company from its competitors — from online chats to an active trader workstation providing extensive market data.

"The IBM AS/400 server and DB2 have served us very well," says Skidmore. "By helping us continually bolster our e-business solution with additional products and enhancements, IBM is sure to play a key role in what looks to be a bright future for Dreyfus Brokerage."

For more information, please contact your IBM marketing representative or IBM Business Partner.

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Software Group
Route 100
Somers, New York 10589

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09-00
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G325-1197-01