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## Testimonials and Case Studies

At MPC Computers (MPC) we build our business one relationship at a time. What do our business customers think of our efforts?

Read what they have to say about MPC's stellar products, sales, and support. Learn what sets us apart from our competitors—and why MPC is the winning choice for business computer systems and services.

### Marquette finance students, faculty invest in MPC

MPC Computers is helping put Marquette University finance students right on the money.

Marquette University, located in Milwaukee, Wisconsin, is home to one of the nation's only undergraduate programs in Applied Investment Management. According to Dr. Sarah Peck, a department chair in the College of Business Administration, the AIM curriculum, now in its second year, prepares a select group of finance students for successful careers by offering hands-on academic and security analysis experience. This experience includes interning at top financial institutions and actively investing and managing \$500,000 of the university's endowment in an equity and fixed-income portfolio.

It takes forward-thinking technology to support forward-thinking academics, so the AIM program depends upon MPC Computers hardware and services to help students stay on the cutting edge. Marquette chose ClientPro® 365 and ClientPro 375 desktops for the program's state-of-the-art research facility.

"Marquette is very innovative and we're ahead of the curve as we marry traditional academic theory with real applied skills," Peck explains. "Our students know that technology is where it's at, and they enter our program totally computer-savvy. We help them understand how to use the specific computer databases and software that are key to this industry."

Marquette's innovation is backed by MPC's innovation. MPC's ClientPro desktops are managed PCs engineered for scalability, flexibility, and network unification. The state-of-the-art AIM research facility features 12 ClientPro workstations with dual monitors. According to AIM director Dr. David Krause, the ClientPro systems allow students and faculty to instantly access worldwide financial data and news and perform analysis through specialized computer-based investment research tools. Two of the workstations host Bloomberg financial data services, while the others are used to access Reuters/Bridge, Thomson Analytics, Morningstar, and other leading services.

This technology gives students a distinct advantage, Krause explains:

"We have the ability to look at the news, study the market, and study the reaction to what's going on now in real time. Previously, as professors, we weren't able to access that type of information for months—maybe even years—until this information reached textbooks, journal articles, or case studies. Here, we're able to work with real news and use real data to demonstrate the dynamic impact in the

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financial market."

The MPC systems are one part of the research lab's impressive technology picture: the facility also houses a ticker board displaying rotating scripts of market data, news headlines, and information about the AIM program. A 20-minute delayed ticker displays price data for a variety of stocks, indices, bonds, currency, and commodity data, while two 50-inch LCD screens offer CNBC financial news during market hours, as well as Bloomberg TV, CNN, MSNBC, CBS MarketWatch, and other financial programming.

Krause explains that PC reliability is paramount, because students cannot reach these sites anywhere but in the research lab. The ClientPro systems have proven to be reliable workhorses for the program, Krause says. "We're so focused on the database, the software, and the information that's available. I just assume that the technology is going to be in place, up and running and able to handle it. To this point there has been no instance where the hardware has held us back."

"In other words, we're able to download or stream data and access our data sites just as fast as we need to get to that information. There's no bottlenecking, nor any other issues related to the technology."

The innovation is paying off. Peck says students in the program are more knowledgeable and enthusiastic about the investment industry. Krause agrees. "The level of questions and understanding about what a portfolio manager does is vastly different with our AIM students. They are much more in tune with what professional money managers face in the market today."

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