



AB Partners With Southport And Wins Award For Innovation

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Sales Intelligence Mobile Optimized Network (SIMON) recognized by MicroStrategy® for two-way integration with Salesforce.com®

NEW YORK, Feb. 5, 2018 /PRNewswire/ -- [AllianceBernstein L.P.](#) ("AB"), a global investment management firm, today announced it has won a coveted [MicroStrategy®](#) Customer Award for Innovation. AB received the award for its MicroStrategy-based mobile application, SIMON (Sales Intelligence Mobile Optimized Network), which was co-developed by Southport Services Group, a business intelligence and IT consulting company. AB is a client of Southport.

SIMON provides US retail wholesalers with unprecedented on-demand access to sales data, marketing content, product performance and competitive market analysis. And though only recently introduced, SIMON is already transforming the way AB's wholesalers manage their business, from client interactions to identifying stronger opportunities within the sales cycle.

"Our goal was to create a tool that works like all the other applications our sales professionals use in their personal lives – whether it's sports, banking, or the weather app – to distribute and consume information," said Kevin Rosenfeld, Director of Business Intelligence at AB. "SIMON improves our effectiveness, and our partnership with Southport has been critical to our success."

"SIMON is a great example of our belief that intelligence can and should be integrated into every process, system, and interface in any organization that wants to stay ahead of its competition," said Jim Butz, co-founder and CEO of Southport. "We're proud to add it to the list of award-winning solutions we've delivered for our clients and are extremely satisfied that SIMON has helped to transform the way AB's wholesalers manage their business."

The award was recently announced at the MicroStrategy World™ 2018 conference in Las Vegas. Drawing from thousands of nominees worldwide, MicroStrategy recognized global leaders in three categories: Innovative, Impactful, and Interesting. AB's solution was selected based on demonstration of key criteria for the Innovative category: transformation of business operations or results, increase in business value, and creativity.

About AB

AB is a leading global investment management firm that offers high quality research and diversified investment services to institutional investors, individuals and private wealth clients in major world markets. It is also the largest custom target-date solutions provider in the US, with more than \$42 billion in custom target-date assets under management globally.

At December 31, 2017, AB Holding owned approximately 35.9% of the issued and outstanding AB Units and AXA, a worldwide leader in financial protection, owned an approximate 64.7% economic interest in AB.

Additional information about AB may be found on our website, www.alliancebernstein.com.

About Southport Services Group

Southport Services Group is a business and IT consulting company focused exclusively on business intelligence and data warehousing. Since 2005, we have delivered almost 500 business intelligence projects built on the MicroStrategy platform to over 450,000 end-users representing companies from every industry vertical. For more information, visit www.southportsg.com.

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SOURCE AllianceBernstein

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