



Simplify LLC plans portfolio and data products

By Will Wainwright - March 21st, 2014

Industry service provider Simplify LLC is nearing the launch of two new products offering investor solutions in portfolio management and data.

The New York firm's 'PortfolioCentrix' product is a cloud-based portfolio management and analytics system currently being tested by five institutional investors. Its 'DataCentrix' product aims to be the world's largest alternative investment funds database.

Both are currently in 'beta mode' and aim to launch by early summer, according to Simplify CEO Brian Shapiro.

The ops and technology veteran founded the company in 2011. Between 1997 and 2009 he built CarbonBased Consulting, a technology provider he eventually sold, and is now stepping up plans with Simplify.

The company seeks to deliver "an end-to-end global marketplace platform to the industry in the same way that eBay and PayPal did over a decade ago," he said.

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