Data acquisition, integration and maintenance are some of the biggest challenges in developing and running applications to drive business in today’s highly competitive capital markets. Interactive Data and SAP® have collaborated to combine the power of global data content with industry leading technology, enabling clients to interrogate data across multiple asset types, geographies and markets.

**THE DATA MODEL**

All data content is defined by a single, consistent logical data model for semantic consistency across all Apex information products. The model standardizes the navigation to the data content, so users can build upon their experience to support multiple applications within their enterprise. The Apex Data Dictionary provides detailed definitions, data types, classifications and semantic information for each entity and attribute contained in the information products.

**TECHNOLOGY OVERVIEW**

The Apex MDS is deployed in a fully clustered multi server environment hosted by Interactive Data 7Ticks. The infrastructure is designed to support scaling on two dimensions:

- **Horizontal**: The addition of extra processing resources and memory to maintain optimum query performance;
- **Vertical**: The addition of disk storage and I/O to support multiple concurrent requests for large volumes of data.

**FEATURES**

- 24 X 7, fully hosted and managed service by Interactive Data minimizes impact on client IT and data management resources
- Populated as new data is made available on Interactive Data’s servers
- Robust query and interrogation capabilities
- Structured permissioning and entitlement model
- Scalable to fit user load and complexity
- Connectivity to the business user desktop (xDBC, T-SQL, .NET)
- Supports industry standard access methods (ODCB, JDCB)
- Fast access to Interactive Data’s rich capital markets content

**FOR MORE INFORMATION:**

Visit [www.interactivedata.com](http://www.interactivedata.com) or email [info@interactivedata.com](mailto:info@interactivedata.com)

Contact 212-771-6565 to arrange a demo or to discuss how your firm can benefit from Interactive Data’s Apex Managed Data Service.
**MANAGED DATA SERVICE PRODUCT ARCHITECTURE**

All data content is collected and published to a real-time network data collection and management environment where it is initialized and maintained as a memory image. The full universe of content is maintained in the environment to allow access to all content as it is needed. Interactive Data provides full maintenance and management over the database server so that content is up to date and ready for use by consuming applications.

Support for industry standard access methods, such as ODCB and JDCB, query language (Transact SQL) and tools such as Microsoft® Excel® are provided natively.

The diagram below illustrates the Apex MDS conceptual flow.