CONSOLIDATED FEED
Vendor of Record & Service Facilitator Services

MARKET CHALLENGE
In order for applications to perform effectively, software providers and financial organizations must successfully integrate a broad universe of global multi-asset content while quickly scaling out business capabilities in a challenging competitive landscape. Firms must also address requirements for managing exchange agreements, end-user permissioning, usage reporting back to sources and a best practice, exchange-compliant entitlement process. These requirements can increase costs, as well as divert resources from core business priorities.

OUR SOLUTION
To help support software providers and financial organizations that require their desktop applications to access global markets without the cost and distraction of becoming a data vendor in their own right, Interactive Data offers a suite of Vendor of Record and Service Facilitator services that can allow firms to focus on their core business and strengths instead. Through these services complementing the Consolidated Feed offering, Interactive Data can help alleviate the burden placed on firms from the reporting and fee payment process to many exchanges.

Interactive Data has developed a proven workflow for Vendor of Record and Service Facilitator implementations. Overseen by a specialist team, our process can help (i) clients understand the various models and financial/licensing implications, (ii) clients comply with exchange policies, and (iii) quickly drive through required exchange approvals with standardized procedures. By putting a controlled end-user data model in place, and following the relevant exchange approvals, Interactive Data will be recognized by many exchanges as the Vendor of Record for the provision of market data to the desktop application, in which case only relevant end-user fees should apply.

CONSOLIDATED FEED OVERVIEW
The Interactive Data Consolidated Feed provides low-latency data from more than 450 sources worldwide, covering more than 150 exchanges and including multi-asset class instrument coverage, as well as extensive Level 2 and full order book data. It also offers various historical data services and comprehensive global news coverage, including a wide range of local language services, from a host of news sources. It is available in a wire protocol format, as well as through a suite of APIs.

The Consolidated Feed API is well suited to address Vendor of Record use cases. Available in C++, Java, .NET, JSON and XML languages and accessible via the Internet, it offers easy integration and a cost-effective hosted solution with zero hardware footprint. The Consolidated Feed API is watch list based with conflation options and histories for charting, and complemented by a self-administration entitlement option via a private permissioning portal.

Provider Maintenance Portal
Interactive Data created the online Provider Maintenance Portal as a customizable browser-based workflow tool designed to provide enterprise software providers and financial organizations with administrative privileges to maintain their customer and/or employee accounts. Embedded in their workflow, the tool can allow organizations to view entitlements by user, add new users, add or remove exchange data and modify users' locations—subject to the relevant exchange conditions being met and ultimate approval granted by Interactive Data. Various types of administrative access (e.g., view only, add new users) are available. As an extension to the Provider Maintenance Portal, Interactive Data offers even more customized and co-branded web services solutions to integrate seamlessly with existing client workflows.

Online Registration & Payment Tool
Interactive Data provides an online registration and payment tool, which can allow retail software providers to delegate and automate the entire end-user registration, download, set-up and billing process and to receive usage reports on a monthly basis. It is customized in terms of data usage, packaging and price points based on specific needs.
FEATURES

- Access to global markets, all asset classes, Level 1 and Level 2
- Fully resilient global platform – POPs in London, Hong Kong, Boxborough MA and Hayward CA
- Automatic failover between servers and POPs
- High quality, corrected historical data
  - 10+ years EOD
  - 120+ days 1-minute
  - 10+ days tick
  - Extended histories available for some markets
- Provider Maintenance Portal functionality
  - Adding new users (both internal and external users), subject to Interactive Data approval
  - Editing user demographic information
  - Adding or removing exchanges/services to existing users
  - Cancelling and reactivating users, subject to Interactive Data approval
- Changing user passwords
- Support for various levels of access for administrative use
- Optional automation of workflow through customizable web services
- Online registration and payment tool functionality
  - Provisioning new subscription with exchanges/services and initiating usage in less than 20 minutes
  - Adding and activating exchanges/services to existing subscription
  - Tailoring initial registration page with Partner content
  - Accepting credit card payment and Exchange Terms & Conditions of use online
  - Viewing subscription and exchange/service details, electronic account statement and recent billing history
  - Updating personal information like name, address, credit card details, etc.
  - Reporting support incident to Interactive Data
  - All transactions are protected by strong SSL encryption to safeguard client information

BENEFITS

- Rapidly expand international coverage with access to global markets
- Seamlessly add rich functionality with widgets, including charts, quotes, and time and sales
- Reduce costs, through elimination of data feed fees, and increase revenues, through ability to reach more end-users
- Retain end-user relationship while delegating administration, billing and support
- Maximize efficiency by focusing internal business and IT staff and resources on more strategic, value-added initiatives
- Leverage Interactive Data’s controlled end-user business model that is proven with numerous implementations

For more information, please visit www.interactivedata.com, email info@interactivedata.com or call +1 212 771 6560

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