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Interactive Data Integrates Market Data Platforms Behind Cloud Services

INTERACTIVE DATA HAS tied together its eSignal and managed solutions market data platforms to give clients a single interface to two hosted solution sets and delivery of consistent data from both platforms.

The integration of Interactive Data's long-standing eSignal platform and the managed solutions business it acquired from Teledata five years ago is a step forward in the company's cloud computing strategy, which is aiming to achieve a single back-end platform for all hosted and cloud applications within three to four years.

The integration of eSignal, which

from turnkey market data solutions and reposition our assets in the cloud. Then we will hook up to other cloud platforms, typically those that need market data."

Banker concedes that many financial services firms are still evaluating the pros and cons of cloud computing, and are working to identify applications that are more cost effective in the cloud than as part of in-house infrastructure, but expects the benefits of cloud solutions, including lower costs, reduced resources and scalability, to be a turning point for many.

He explains: "Technology innova-

is used by over 500 institutions supporting more than 100,000 users globally and suggests that it is the largest provider of content delivered by hosted services in



the finance sector. "Some vendors have content assets, but most are not hosted in a cloud. These companies depend on a lot of legacy revenue from deployed solutions," says Banker. "Others will follow our lead, but it could take them quite some time to get to where we are now."

One user of Interactive Data's cloud solutions is Florida-based, technology-savvy financial services firm Raymond James Financial. Interactive Data provides the company with end of day pricing, a real-time XML price feed and its Market-Q market data terminal. Raymond James has been using a hosted version of the XML feed for about eight months and Market-Q since last April (see coverage here).

Ken Jones, market data services product manager at Raymond James, explains: "We evaluated the vendor landscape and were looking for software as a service solutions. Our incumbent supplier was going through a merger and offered a

"The integration helps clients that want to use solutions running on different platforms, but it is also part of our strategy to move away from turnkey market data solutions."

focuses on North American applications, and the ex-Teledata technology, which focuses on European applications, will give clients access to global applications in the cloud at no additional cost and with no change to their technology set up.


Jeff Banker, executive vice president of real-time market data and trading solutions at Interactive Data, says: "The integration helps clients that want to use solutions running on different platforms, but it is also part of our strategy to move away

tion, together with a focus on cost containment, has prompted financial institutions to examine their processes and they have discovered the appeal of outsourcing real-time market data and related applications to a trusted provider of cloud solutions. Interactive Data's technology model consists of hosted solutions that can greatly reduce the need for technology infrastructure and staff previously needed to support a firm's market data applications."

Interactive Data claims its cloud

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traditional client/server solution. We looked at a number of vendors and implementation options trying to find technology that met our goals. We had an existing relationship with Interactive Data and found that its web-based quotes platform met our requirements and had very competitive pricing.”

Choosing Interactive Data’s hosted services with a thin client, rather than a client/server model, was a major step and a large learning curve for Raymond James, but Jones says: “We have

integrated some of our proprietary data into Market-Q. Additionally, the platform lends itself well to the integration of best of breed solutions from multiple vendors. For example, Dow Jones news is integrated in the Market-Q service and Standard & Poor’s Advisor Insight is due to be integrated in future. This gives us a one stop shop in the cloud and gives our users an interface to rich content and a very positive user experience.”

Jones believes the financial services market is moving towards

the software as a service and cloud environment, but like Banker, does not suggest it can be all encompassing, at least for the time being. “Cloud computing is not ready for real-time tick for tick trading platforms and it may never get there as traders need to have a finger on the pulse of what is happening as it happens,” he says. “The two issues facing cloud services in that scenario are latency and confidence, but confidence will build once vendors can prove reliability and redundancy in cloud solutions.”

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