



INTERACTIVE DATA 7TICKS

MARKET CHALLENGE

As the industry landscape evolves dramatically, technological advances have radically hastened the speed of trading with transactions being completed in microseconds. This has raised the trading infrastructure stakes for financial firms, who now need low latency data feeds and support for high frequency transactions in order to stay competitive—infrastructure that can be very expensive and time consuming to build and maintain. Additionally, the dynamic regulatory environment is causing firms to re-think their business models and prepare for changes. Finally, there is a growing demand for transparency and self-service visibility into trading infrastructure.

OUR SOLUTION

Interactive Data's 7ticks is a global managed services offering from Interactive Data Real-Time Services for the electronic trading community. It can be utilized by financial firms to run electronic trading operations in any region. Through hosting, network connectivity services and 24x7 support, customers can achieve cutting-edge performance at a reasonable cost via a flexible shared platform that speeds time to market. With a comprehensive global footprint, technology neutrality and deep industry knowledge, Interactive Data's 7ticks delivers optimal latency, service quality and value for financial firms worldwide.

7TICKS OVERVIEW

Interactive Data's 7ticks provides trading infrastructure and services for use across the front, middle and back offices—with a strong focus on performance, support, transparency and affordability. It offers direct market access (DMA), advanced co-location and proximity hosting to global direct exchange data and consolidated data, as well as to reference and corporate actions data. Direct connectivity is also available to a wide range of global futures and options, equities and FX exchanges and trading venues for multi-asset class and ultra-low latency trading.

INTERACTIVE DATA 7TICKS

FEATURES

- **Hosting** – Co-location, proximity, hardware and data center services in 18 global hosting locations.
- **Connectivity** – Ultra-low latency, carrier-grade trading network with multiple connections. Low latency transit of raw (direct) exchange feeds, consolidated data and order execution.
- **Exchange Access & Market Data** – Access to major markets in North America, EMEA and Asia Pacific in any Point of Presence (POP). Additional access to over 50 co-located markets on a DMA basis and over 450 global data sources via the available Interactive Data Consolidated Feed at each hosting center.
- **Support** – Flexible, ongoing support and management of client infrastructure (e.g., network, server, etc.), front office OMS/EMS connectivity, and back office and market data infrastructure with troubleshooting and reporting. Innovative 24x7 real-time network monitoring system designed to analyze financial exchange connectivity, network latency, and server and switch performance across the stack.
- **Consulting** – Infrastructure assessments, project management and research.

BENEFITS

- Support high-priority, internal constituencies that are implementing electronic trading strategies with low-to-ultra-low latency data requirements.
- Better control the upward spiral of costs associated with internally developed low-latency infrastructures.
- Leverage third-party expertise to oversee the ongoing maintenance of exchange links and updates to exchange data products, as well as hardware, software and connectivity refreshes.
- Refocus internal business and IT staff and resources on more strategic, value-added initiatives that help the firm better compete in challenging global markets.
- Accomplish a broader set of initiatives by scaling execution capabilities with third-party resources.

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

OUR OFFICES: Amsterdam ▪ Bedford ▪ Chicago ▪ Cologne ▪ Dubai ▪ Dublin ▪ Frankfurt ▪ Geneva ▪ Glasgow ▪ Hayward ▪ Helsinki ▪ Hong Kong
Irvine ▪ Jersey, CI ▪ London ▪ Luxembourg ▪ Madrid ▪ Melbourne ▪ Milan ▪ Minneapolis ▪ New York ▪ Paris
Rome ▪ Santa Monica ▪ Singapore ▪ Sydney ▪ Tokyo ▪ Toronto ▪ Zurich

LIMITATIONS: This document is provided for informational purposes only. The information contained in this document is subject to change without notice and does not constitute any form of warranty, representation, or undertaking. Nothing herein should in any way be deemed to alter the legal rights and obligations contained in agreements between Interactive Data and its clients relating to any of the products or services described herein. Interactive Data makes no warranties whatsoever, either express or implied, as to merchantability, fitness for a particular purpose, or any other matter. Without limiting the foregoing, Interactive Data makes no representation or warranty that any data or information (including but not limited to evaluations) supplied to or by it are complete or free from errors, omissions, or defects. Interactive DataSM and the Interactive Data logo are service marks of Interactive Data Corporation, and registered service marks in Australia, European Community, Germany, Japan, Korea, New Zealand, Switzerland, and Taiwan. Other products, services, or company names mentioned herein are the property of, and may be the service mark or trademark of, their respective owners.