Helping to improve the marketing of structured products
More efficient management and marketing of derivatives

Structured products continue to be an attractive and interesting business segment for many financial institutions. However, the complex design of these securities poses challenges to their issuers, who need a more efficient management system for retail derivatives and have to sufficiently meet the information requirements of the investors. These processes can be supported by workflow-based IT systems that are able to map the entire lifecycle of these products.

Through its PrimePortal for issuers service, Interactive Data can help issuers optimize the marketing of structured products. This allows you to provide a service that supports the entire lifecycle of these securities, from the product idea all the way through to preparing and archiving term sheets, marketing via your website, and distributing data to vendors and other market stakeholders. A flexible easy-to-use system is a key requirement to manage these complex products as well as supporting various interfaces to different sales channels.

With its customized PrimePortal solutions, Interactive Data offers issuers of structured products an integrated service that adds value in two ways. First of all, the workflow-based solutions feature a data and content management system that can be used to prepare and conveniently update term sheets. Individual product categories can also be represented. Secondly, the applications offer the option to distribute the product data to different market stakeholders, such as stock exchanges, vendors, or other Interactive Data customers, using the respective defined interfaces. Moreover, Interactive Data builds tailor-made derivatives websites for issuers, which comprise comprehensive product information, training and analytics tools for investors, as well as a tool for generating standardized PDF documents containing key product information.

Success factors for issuers of structured products:

- **The right data management**
  Ensure the quality of product-related data by deploying an easy-to-use, multi-client enabled content management system that supports quick distribution of new and updated information to all relevant market stakeholders. Your product information will also be integrated into our market data platform, and you can maintain it independently, without needing to use one of our content management systems.

- **The right website**
  The successful marketing of structured products also requires a comprehensive and credible issuer website that provides excellent visualization and categorization of the complex products, analysis tools, and search functions based on user-specific criteria. Such a website lets you offer extensive information about products, underlying assets, and market trends, thereby strengthening the investors’ trust and facilitating investment decisions.

- **The right marketing tools**
  Attractively designed product fact sheets are essential for many sales channels. Our PDF publishing feature lets you create and archive ready-to-print product information documents at the push of a button.

- **The right solution**
  PrimePortal lets you map the entire lifecycle of your structured products – tailored to your data requirements and workflows.
Your solution: Comprehensive, efficient and innovative

With PrimePortal, Interactive Data develops customized solutions based on web-based software modules, a wide range of content, and customer-specific requirements.

In order to implement your customized PrimePortal solution quickly and cost-efficiently, Interactive Data uses an open market data platform as a technical foundation. The platform draws from numerous sources to compile market data on different security classes and distributes it as standardized data to financial information systems; also providing basic functionalities such as search and sorting functions.

A range of suites let you utilize various bundled functionalities from a customized user interface adapted to your individual requirements. Interactive Data precisely tailors the design and available content range to your needs. In addition, you can integrate your own data, both structured and unstructured, into the application, and map the corresponding workflows.

**Contribution Suite**
The Contribution Suite lets you seamlessly integrate your product data and other proprietary information such as research results, risk classes, or recommendations. Your information can be combined with any available market data and other securities information.

**Content management system**
An easy-to-use, multi-client enabled Content Management System (CMS) helps you quickly and flexibly record, manage, archive, and export quote and reference data for structured products. The system also supports the transmission of data in a wide variety of formats, including the SIX Swiss Exchange’s new web-based CONNEXOR® Distribution platform. In addition to an authorization and role management system, the CMS offers a change management documentation feature, as well as functions for generating and archiving PDF files.

**Equities Suite and market information**
Suites for specific asset classes, such as equities, supply you with the detailed information you need, including master data and key figures. This information supplements the quote data (as real-time, delayed, or end-of-day quotes), and the news, among other things. Moreover, the suites feature comprehensive search functions.
Retail Derivatives Suite
For structured products, we have developed the Retail Derivatives Suite, which displays product information about derivatives in real-time. The scope of information provided includes numerous key figures in real-time, as well as new intra-day issues.

The Retail Derivatives Suite supports both standard and individual product classifications and search criteria. Moreover, detailed master data as well as a wide array of tools for comparisons, rankings, and analysis let the user conduct a thorough and sound assessment of the securities. Ranking data, such as the EDG rating, value at risk calculations provided by the Deutscher Derivate Verband (DDV, German Derivatives Association), or the risk indicators of the Swiss Structured Products Association (SVSP), can also be accessed via the solution. A PDF Publisher lets you create ready-to-print information brochures about the individual securities.

Successfully deploy mobile and multi-channel strategies
Comprehensive, multi-channel solutions can be deployed with PrimePortal. Provide your employees and customers with access to financial information while they are on the move, through specifically designed systems for mobile devices. Interactive Data’s market data platform is designed to function as a central information hub distributing data to various devices and customized applications.

Three steps to your PrimePortal solution
Interactive Data can assist you with each step towards your customized PrimePortal solution for retail derivatives, whilst operating and maintaining your financial information system.

■ Define
You can select the required functionalities in line with your strategy and internal processes. Our solutions let your partners and customers display the information they need from our data universe, and analyze it using sophisticated technologies.

■■ Develop
We develop a customized application for you and integrate it into your IT structure, always making sure that the implementation is aligned with your workflows, so that you can reduce costs, increase data quality, and boost your sales success.

■■■ Operate
Once your solution is live, we continue to support you. We host your financial information system in our data centers, and our customer support department will be glad to assist you with any queries that may arise.
Your mission-critical application in good hands

The development of a financial information system calls for specialist expertise, whilst the operation of this business-critical application also poses its own special set of requirements, particularly if the application is designed to operate in the dynamic and often volatile financial markets.

Our technical know-how and financial market expertise will also be at your disposal whilst operating your PrimePortal solution. We will help you keep your financial market information system up-to-date at all times with the latest market trends and internal requirements. The computer centers from which we run your solution adhere to high security and availability needs.

Hosting
We operate your PrimePortal solution according to your needs. Our hosting offering encompasses basic services such as software licenses as well as transfer volume and bandwidth quotas. For larger web solutions, our systems are scalable and will automatically provide the desired capacity at any given time.

Service
PrimePortal customers can be supported in English and German. The web-based Starboard ticket system lets you view all enquiries at a glance and you can call our customer support department directly. Interactive Data can also assist you regarding supplier and exchange fee reporting and invoicing.

Security and Certification
Ensuring application security forms a crucial part of our security procedures and includes the daily analysis of security reports and regular internal and external threat and vulnerability assessments. Interactive Data deploys a high-availability network infrastructure comprising layered and segmented security/firewall architecture. Our security standards are subject to regular monitoring, including audits.

A PrimePortal solution for successfully marketing structured products

Leading issuers successfully deploy PrimePortal solutions from Interactive Data to manage and market their structured products. These solutions let them increase the quality of their data, manage their products more efficiently, and boost their sales success. The advantages include:

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■ Optimal mapping and implementation of bank-specific workflows
■ Content management systems for recording, managing, and archiving quote and reference data, featuring various export interfaces as well as an authorization and role management system
■ Easy-to-use applications
■ Comprehensive range of data from the international financial markets, including ratings
■ State-of-the-art tools for product analyses and searches
■ Flexible market data platform as the basis for quick and cost-efficient implementation
■ Hosted solutions with high security and availability standards
■ Distribution of product information to different market stakeholders
■ Preparation of up-to-date key production information documents in PDF format

Contact us if you want to successfully market your structured products.
About Interactive Data Corporation

Interactive Data Corporation is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings support clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has over 2,400 employees in offices worldwide.

For more information, please visit www.interactivedata.com.

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