

- Case Study: PrimeTerminal
Il Sole 24 Ore – PrimeTerminal24 For Italy

Financial Market Terminal Customized to Meet Regional Requirements

Il Sole 24 Ore Targets New Market Segments

At a time when globalization and international investing are hot topics, financial services providers still require region-specific information in order to offer their customers a comprehensive service.

Il Sole 24 Ore Finanza is a leading provider of financial data to the Italian market, serving retail customers and professional investors. To help the company expand into the private banking, wealth and asset management markets, Il Sole 24 Ore signed an agreement with Interactive Data Managed Solutions to help create a financial information terminal geared to those customer segments. The arrangement enables Il Sole 24 Ore to offer a combination of regional and international financial market information.

The new terminal, PrimeTerminal24, is based on Interactive Data Managed Solutions' PrimeTerminal Professional Edition. Il Sole benefitted by using an established product including a technical infrastructure, data universe and support that could be customized to meet its own requirements. PrimeTerminal24 has been designed for the sales, investment and advising processes of financial advisors in the retail business segment of private banks, wealth management and asset management firms.

PrimeTerminal24 has been engineered to help support advisors' workflow processes. The contents and functionality of the terminal can be customized to help meet advisors' needs. The terminal integrates market news and securities information, enhancing advisors' efficiency. Proprietary and customer-specific information can also be seamlessly integrated.

Italian and International Information

PrimeTerminal24 offers optional access to more than 60 international exchanges and index providers. Users can obtain real-time data, historical data, master data, news and detailed research information about stocks and companies. The range of data includes indices, bonds, funds, futures, options, warrants, certificates, interest rates, foreign currencies and commodities. Bond ratings, funds data, comprehensive fundamental data on Italian and international securities, company profiles and annual reports complement the scope of content available with PrimeTerminal24.



Benefits of PrimeTerminal24

- Specific information for the Italian financial market
- Integration of extensive content from Il Sole 24 Ore
- Workflow support for financial advisors
- Quick identification of suitable investments with sophisticated search functions
- User-friendliness and intuitive handling
- Comprehensive analysis functions
- Technical infrastructure, maintenance and support

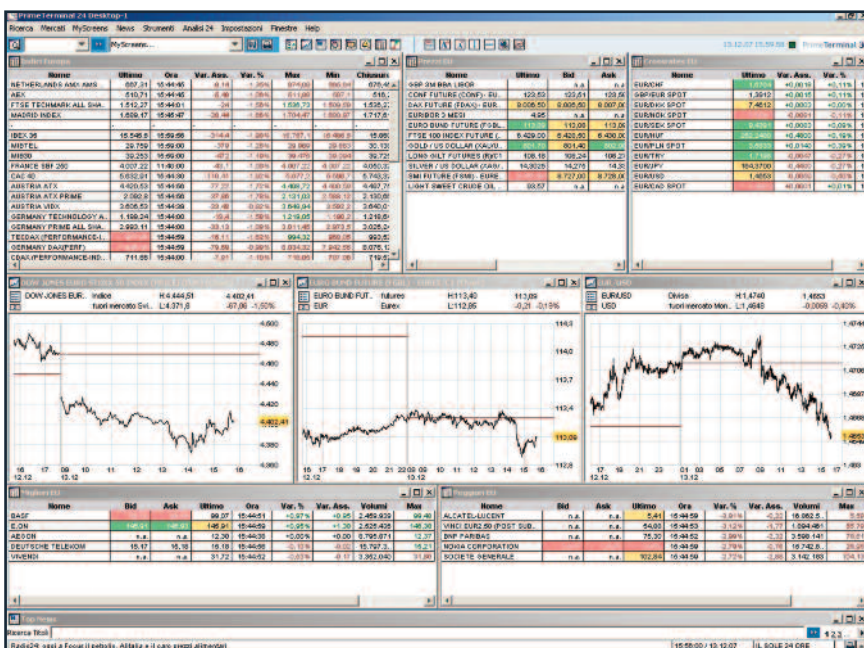
More information on private banking, wealth management and asset management solutions and services:

www.interactivedata-ms.com

Il Sole 24 Ore Finance is leader in the Italian financial information market, providing terminals, web solutions and video communication on mobile devices. The company serves banks and financial institutions, dealers, financial promoters, private investors, companies and media. Il Sole 24 Ore Finance also provides tailor-made content solutions. For more information about Il Sole 24 Ore Finance, please visit www.ilsole24ore.com/areafinanza.

In addition, sophisticated technical and scenario analysis tools for derivative instruments can help aid in making investment decisions. Il Sole 24 Ore and its affiliates supply the Italian content, including fundamental analyses of Italian companies, data based on technical analyses, as well as news from the Il Sole 24 Ore Radiocor press agency and the Il Sole 24 Ore daily newspaper. International news in English is also available. The company is planning to add even more content and functionalities specifically targeted to the Italian market in the future.

"PrimeTerminal24 is an important addition to Il Sole 24 Ore's product portfolio," said Matteo Cascinari, multimedia area director at Il Sole 24 Ore. "Until now, our offerings have mainly been focused on the retail market and professional investors. With the new service, we intend to directly serve the private banking,



wealth management and asset management businesses. We opted to work with Interactive Data Managed Solutions because we consider their PrimeTerminal product group to be a high-end solution. Moreover, they are a respected international market leader."

Successful Market Launch

Il Sole 24 Ore is marketing the new terminal exclusively to the Italian market. Since the market launch in autumn 2007, interest in PrimeTerminal24 has been high. "Right from the start, we received extremely positive feedback as well as numerous requests for further information and demo versions of the product," said Matteo Cascinari. With PrimeTerminal24, Il Sole 24 Ore has successfully reached out to new customer segments.

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Scope of Content:

- Optional access to more than 60 international exchanges and index providers
- Real-time or delayed international financial market data (historical data, master data, news, research information)
- Indices, bonds, funds, futures, options, warrants, certificates, foreign currencies as well as goods and commodities
- Fundamental analyses of Italian and international securities
- Italian and international news provided by Il Sole 24 Ore and third parties
- Profiles of Italian companies, technical analyses and fundamental analyses provided by Il Sole 24 Ore

Product Modules in use:

- Interactive Charts
- Warrant Analyzer
- Option Analyzer
- Currency Calculator
- Asset Calculator

