



# PlusFeed

## The datafeed for institutions

A broad universe of low-latency financial market data that can be deployed at customer site or accessed via cross connection at Interactive Data 7ticks data centers

### ■ PlusFeed

PlusFeed<sup>SM</sup>, Interactive Data's consolidated low-latency datafeed delivers a broad range of global financial information ideally suited to powering institutions' applications.

PlusFeed's content set includes exchange-based data, contributed data, news, corporate actions and reference and fundamental data.

### ■ Low latency

PlusFeed is designed for a range of applications, including algorithmic trading programs. Interactive Data's state-of-the art ticker plants are designed to process data in less than 10 milliseconds.

In addition to PlusFeed, Interactive Data also offers raw and normalized direct exchange datafeeds for institutions requiring ultra-low latency data.

### ■ High Reliability

Interactive Data's Titan distribution network includes fully redundant and geographically diverse ticker plants to help with data quality and reliability.

### ■ Global data coverage

PlusFeed provides data from over 450 sources and exchanges worldwide, covering in excess of 6 million instruments.

- Global exchange coverage across all asset classes:
  - Equities
  - Derivatives
  - Fixed income

- Foreign exchange
- Money markets
- Commodities
- Energy
- Funds

### ■ Extensive market depth:

- PlusFeed provides extensive Level 2 data for a wide range of global exchanges across all asset classes.
- OTC Data Services – Premium contributed data service and commentary, including OTC broker data from Tullett Prebon, ICAP and Tradition.

### ■ Global news coverage

PlusFeed also offers comprehensive global news coverage, including a wide range of local language services, from a host of news sources.

### ■ Global news coverage includes:

- Dow Jones Newswires
- COMTEX News
- Xinhua Financial News
- Platts Commodity News
- Standard & Poor's MarketScope
- CompanynewsGroup
- Market News International

### ■ Value-added services

In addition to real-time data, Interactive Data also provides a range of complementary value added services.

- Price History Service** – you can benefit from premium quality end-of-day data for

calculations, analytics and charting.

Adjustments are made for splits, reverse splits and corrections to offer you a subscription service for histories for up to five years.

- ❑ **PlusTick<sup>SM</sup>** - provides historic tick data that can assist institutions as they develop and analyze their trading strategies and work to maintain compliance with “best trade execution” mandates.

## ■ Ease of integration

Accessing the data is designed to be simple through powerful APIs and delivery can be flexible, from deployment at the client site to a hosted service, or via applications including RMDS.

Interactive Data's CTF next-generation message protocol enables users of the customer-site processor (CSP) to receive content from different exchanges using a uniform set of fields. It provides a simple and consistent data definition mechanism for both PlusFeed and Interactive Data's direct exchange feedhandlers.

### ■ Major benefits

- ❑ Data is normalized
- ❑ Development effort significantly reduced
- ❑ Addition of new content simplified
- ❑ Impact of exchange or Interactive Data level changes minimized
- ❑ More descriptive protocol means customer applications will need to do less interpretation of business logic

## ■ Custom developer support

Interactive Data offers a dedicated team of developer support staff committed to assisting you throughout the integration process.

- The developer support staff will provide:
  - ❑ Sample code in C, C++, Java, and Perl
  - ❑ Product specific developer documentation
  - ❑ Notifications on product changes and content additions to PlusFeed via email
  - ❑ Sample data via FTP or live internet CSP
  - ❑ Several stress-testing tools
  - ❑ Telephone support and troubleshooting

## ■ Licensing flexibility

Interactive Data can allow customers to redistribute its data widely, either internally or externally, subject to the rules of the data source. The company also maintains a flexible policy on derived data usage, subject to restrictions imposed by the data sources.

## ■ Delivery methods

Interactive Data delivers the data via a range of options. Data can be delivered in real time, delayed or end-of-day.

- **PlusFeed Co-location** – Clients can now directly access PlusFeed from close to a dozen Interactive Data 7ticks hosting data centers in Chicago, metropolitan New York, London and Frankfurt, as well as other facilities. Clients can cross connect their hosted applications to PlusFeed through a local area network and also access an array of other trading infrastructure services.
- **Leased Line** - from data centers all over the world, TCP/IP and multi-cast datafeed leased lines can be installed to the customer site. Additionally, publish and subscribe technology can allow customers to create custom feeds limiting bandwidth consumption to the specific data sets the customer requires.
- **PlusFeed Select** – A hosted and fully managed service designed to provide access to Level 1 global market data in watch-list form via leased line.
- **PlusFeed VPN** – A hosted and fully managed service designed to provide access to Level 1 global market data in watch-list form via a cost-effective and secure Internet VPN.
- **MDX** – Market Data via XML (MDX) is designed to provide clients with data that can be easily integrated and displayed on clients' Web pages using a standard XML request/result format.

## ■ Comprehensive underlying data

Interactive Data can provide institutions with access to reference data, corporate actions, fundamental data and calculated data. The company obtains its data from a large number of sources. By managing the data, collection and delivery process, Interactive Data can provide a comprehensive, consolidated offering that can help clients to reduce 'total cost of ownership' for their market data services.

## ■ Customer service

Interactive Data's responsive and experienced team is committed to delivering outstanding customer service. The company offers customers a personal level of attention, providing clients with a seasoned account manager who serves as a direct point of contact for all business and commercial issues.

## 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.

Interactive Data's Real-Time Services business is a leading provider of real-time global market data to financial institutions, redistributors and online financial portals worldwide. Offerings from Interactive Data include PlusFeed, a consolidated, low latency datafeed. Also managed as part of this business is Interactive Data's Managed Solutions business, a leading provider and operator of customized financial market information systems.

For more information about Interactive Data Corporation and its businesses, please visit [www.interactivedata.com](http://www.interactivedata.com).

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