

## FAME CROSS SYMBOLOGY SERVICE

*Use a single identifier to request content from multiple sources*

Numbering agencies, data vendors, solution providers and financial services firms all use their own identification or symbology schemes to uniquely identify financial instruments.

Different codes are typically used at different stages of trade processing, which means that firms must map between front-, middle- and back-office codes if they want to support straight-through processing or create consolidated views across systems or data sources. Incomplete, inaccurate or late data adds to the challenge.

The ASP-based Fame Cross Symbology service solves this problem by creating cross-reference files that map between SunGard, third-party and customer-specific codes.

The service, which covers all exchange-listed instruments on most exchanges globally, links the primary identifiers used by various data vendors for which Fame, SunGard's market and exchange data solution, manages content. As a result, customers can use a single identifier to request content from multiple sources for use with any back-office, order management or risk system.

The service is extremely granular: customers can specify not only which instruments they need to identify but also which particular codes they require.

With the Fame Cross-Symbology service, users no longer need to keep track of multiple codes or enter requests multiple times. That not only eliminates an administrative headache – it can help reduce costs and free up resources.

In addition, firms can use the common symbology and up-to-date symbology tables to provide all of their disparate back-end systems with a common link to data, supporting efforts to develop a centralized data management infrastructure.

The service leverages SunGard's StreamCore data aggregation technology and the Fame data management infrastructure for data loading, quality validation, standardization, matching and managed data services.

Customers can choose to receive updated files on a regular basis from SunGard, or they can access the data using a query response mechanism.

### KEY BENEFITS OF THE FAME CROSS-SYMBOLY SERVICE:

- Eliminates the need to know or maintain multiple sets of identifiers
- Helps reduce errors and provide more efficient processing
- Helps improve the speed and completeness of a firm's symbology coverage
- Eliminates the need to enter requests multiple times
- Works with virtually any code or system
- Helps link disparate back-end systems to a consistent source of data, creating the first step towards a centralized data management infrastructure

### NEED MORE INFORMATION?

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[www.sungard.com/fame](http://www.sungard.com/fame).