

FAME ALERTS

Data is key to every company's search for a competitive edge. Yet even with today's advanced technology, sifting through masses of information can take so long that the data loses its timeliness and therefore its value. This makes it more difficult to turn data into clear and actionable information.

Fame Alerts is designed to change that dynamic.

Fame Alerts is more than just price alerts. It explains *why* a price moved, which ultimately helps increase client retention, drive more client activity, and improve the bottom line.

Fame Alerts moves beyond "new news" and "limit quote" alerts. The solution leverages SunGard's real-time infrastructure and data feeds, news management technology, and the data sources already aggregated in Fame to offer complex alerts. Fame Alerts can also integrate a company's proprietary content and include hyperlinks to trade pages or messages that drive end user actions.

The service is tailored to the individual user. Subscribers can set and receive actionable alerts that are based on a meaningful combination of events and delivered in a timely fashion to e-mail and mobile devices. In addition, firms can integrate the service within their Web portals, client tools and CRM systems to drive increased awareness and transactions.

Subscribers can customize the alert triggers based on a range of variables, including combinations of multiple simple alerts, technical analysis indicators, full text search and batch end-of-day or historical calculations. They can choose delivery via e-mail, PDA or directly to a Web portal or application. In addition, customers can white label Fame Alerts to reinforce their branding. SunGard's Professional Services team can further customize the service to create a true end-to-end solution.

Users can also leverage Fame's range of tools to simplify the storage, access, manipulation, integration and/or visualization of the content.

An ASP solution, Fame Alerts provides out-of-the-box HTML pages or componentized XML messages for a complete alert solution. It is hosted by SunGard in its fully redundant data centers and supported by a team of experts who specialize in real-time, historical and reference data content.

KEY BENEFITS OF FAME ALERTS:

- Helps firms recognize new revenue and client service opportunities through timely, actionable alerts
- Can be customized for specific user needs, with a wide range of variables and multiple delivery options
- Leverages SunGard's real-time infrastructure to offer complex alerts
- Can be integrated with other applications to drive increased awareness and transactions – and therefore help improve client satisfaction and increase revenue
- Works with Fame's tools to help simplify the storage, access, manipulation, integration and/or visualization of the content
- Leverages SunGard's deep experience in data management and in hosting

NEED MORE INFORMATION?

Contact your sales representative at +1-800-825-2518 or visit us at www.sungard.com/fame.