

FAME FEED

Financial services firms require complete, accurate and high speed data in order to run their applications and their businesses. This is not as simple as it sounds: systems are under stress as message volume continues to rise, low latency applications demand ultra-fast delivery, and clients expect to receive specific, timely information in their preferred format and interface. At the same time, budgets are tight, making cost effectiveness a key consideration.

Fame Feed helps firms meet these needs by providing a comprehensive, fast and global digital feed of real-time exchange and market data. It delivers complete, global coverage by leveraging SIX Telekurs' global data coverage combined with Fame's North American data and SunGard's modern delivery infrastructure.

The feed is designed to be flexible in order to meet the needs of individual firms. For example, it can be integrated with algorithmic and other trading applications, Web portals and back-office systems to test trading strategies, analyze intraday risk, monitor credit and margin exposures in real-time, or perform additional functions that require accurate intraday data. It also works seamlessly with other Fame solutions that provide tick history, time series data, analysis, alerts, and distribution and access tools.

Fame Feed can also help customers control their data costs. Firms can subscribe to the full universe of data or create select streams comprised of specific instruments, which helps to ensure that network requirements are kept to a minimum and that users receive only the data of interest to them. They can also save by choosing to receive data from specific exchanges on a delayed basis, which in many cases eliminates exchange fees. This is particularly valuable when data is being used for development or for applications that do not require real-time information.

SunGard's state-of-the-art ticker plant technology helps to make set-up and integration more efficient and cost-effective. Its multiple ticker plant facilities are geographically dispersed for reliability and redundancy, and each is capable of providing service on a standalone basis.

Customers can further leverage these benefits by co-locating their applications, which helps reduce latency and lower network costs. The ticker plants are hosted in SunGard data centers, which observe best practices for hosting mission critical systems and processes.

In addition, firms can choose from numerous levels of business continuity services.

Easy to Integrate

Customers receive the data through Fame Processor, a delivery server that is accessible through easy to integrate APIs. Running on Linux, Fame Processor provides both query-response and streamed access to the data. FAME Processor can be installed on-site or hosted by SunGard in one of its facilities and accessed remotely.

Fame Processor's comprehensive, fully documented XML interfaces and Java APIs allow data to be easily fed into any third-party or proprietary application. Other functionality includes access to data chains; market statistics such as gainers, losers and most actives; accumulated time and sales information; and derived data fields such as real-time VWAP on equities and Greeks on options.

KEY BENEFITS OF FAME FEED:

Provides complete global data coverage

Fame Feed provides real-time prices, fundamentals and more, giving customers choice and flexibility in a limited market.

Helps control costs

Fame Feed leverages SunGard's modern infrastructure to provide a cost effective solution. In addition, customers can opt for delayed data when real-time data is not needed and can select what data is streamed to keep network requirements to a minimum. They can also help reduce network costs by co-locating their applications with SunGard.

Makes it easy to integrate into applications

Fame's APIs make it easy to feed data into any third-party or proprietary application. All APIs are fully documented and include sample code. Sample feeds are available over the Internet for testing and development.

Customers can also use Fame Components to integrate and access Fame data via applications and Web sites.

Works with other Fame offerings

Customers can implement a variety of complementary services from Fame, including global historical and tick data, cross-symbology services, Fame Components for integrating data into Web sites and other applications, and the MarketMap quote terminal.

Provides a reliable service

Fame Feed offers the reliability that comes with running in SunGard's data centers, so customers can be reassured by SunGard's redundant facilities and SAS70 certification.

Is widely used

Fame Feed is used by major financial institutions to feed business critical applications. It has a strong uptime and availability record as well as robust support.

Offers proven scalability

Fame's modern ticker plant infrastructure and delivery services can easily scale up to ensure continued processing of the ever increasing quote messages rates. Fame Feed also continues to provide a complete North American options feed.

NEED MORE INFORMATION?

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