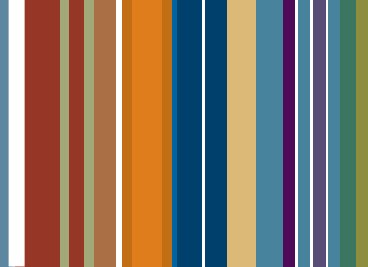




SUNGARD MARKETMAP



MarketMap Solutions

MarketMap

Provides flexible, cost-efficient access to comprehensive, global, real-time and historical data, news and analytics in a lightweight application.

MarketMap Feed

Delivers fast access to real-time, global exchange and market data to feed applications or Web sites.

MarketMap Web Components

Integrate MarketMap data into a Web site, Web-based application, and client or server applications.

MarketMap Analytic Platform

Stores and manages intraday and high volume time-series data in a front-to-back market data and historical database solution.

MarketMap Services

MarketMap Cross Symbology

Creates cross-reference files that map between SunGard, third-party and customer-specific codes for all exchange-listed instruments on most exchanges globally. With this service, customers can use a single identifier to request content from multiple sources for any back-office, order management or risk system, improve efficiencies and automate data management processes.

MarketMap End-of-Day Pricing

Provides access to end-of-day pricing services for global exchanges around the world.

MarketMap Managed Data

Helps firms quickly expand the data managed on their MarketMap Analytic Platform by integrating data from such vendors as S&P, Reuters, IDC and MSCI. Our data integrity team works closely with our vendor partners to provide the cleanest data feed possible.

MarketMap Contribution Services

Enables organizations to display their proprietary data to their internal users via MarketMap.

MarketMap Professional Services

Leverage our team of expert consultants to integrate MarketMap solutions into any existing infrastructure.

SUNGARD'S MARKETMAP

INNOVATIVE, HIGH-QUALITY, GLOBAL, COST-EFFECTIVE MARKET DATA

Today's organizations face a market data conundrum: **How to deliver efficiency gains, control costs, and support business growth while anticipating and reacting to regulatory changes?**

Leading enterprises today solve this puzzle by applying the following strategies:

- » Leveraging a partner that provides scalable, high quality market data and access to global markets and asset classes via multiple channels
- » Gaining control and visibility into market data delivery and exchange costs down to the individual user level
- » Reducing internal hardware and IT footprint by utilizing efficient standardized display capabilities across multiple platforms
- » Centralizing and standardizing real-time and historical data to eliminate silos and redundant processes
- » Utilizing a high-speed data storage environment that allows for transparency and easy manipulation of data for further analysis

With the MarketMap suite of solutions, SunGard proposes an alternative to this challenge: global, cost-efficient and innovative award-winning market data and analysis.

MARKETMAP OFFERS:

- » Leading-edge access to market data from terminals to feeds to web components to historical data management solutions accompanied by services that increase efficiencies and control costs
- » Comprehensive coverage of global asset classes
- » Market data delivery via multiple, standardized platforms
- » Variable cost models that enable firms to pay only for what they need and use
- » Seamless integration with internal applications as well as other SunGard solutions

In partnering with SunGard, our customers gain a market data partner that provides not only the critical data that they need, but also scale, access to global markets and asset classes, industry expertise and experience that will help them improve and future-proof their investment while minimizing risk and saving money.



MARKETMAP

FLEXIBLE, COST-EFFECTIVE ACCESS

Every day, participants in the financial services industry need to make critical trading and investment decisions in highly volatile and fast-moving markets. In order to do that, they need access to in-depth, high-speed and accurate information, as well as the ability to conduct fast and reliable research.

With MarketMap, users get access to high-quality market data, news and analysis from over 160 global exchanges and over the counter (OTC) sources. SunGard aggregates real-time, reference and fundamental data from these sources, normalizes them into a single data model and delivers that data via the Internet or leased lines.

What's more, fully scalable, multi-asset class tools help financial professionals make informed investment decisions and support traders in price-discovery and decision-making processes.

ADDITIONAL FEATURES INCLUDE:

- » Peer group lists for sector analysis
- » Sophisticated calculators
- » Extensive data models
- » Easy integration with OMS systems
- » Fundamental data and research
- » User-defined fields and instruments for scenario simulations, market-wide performance comparisons and decision support



“MarketMap supports the wide variety of market data needs we have. As a major Swiss bank group, we need access to data, a simple means to contribute data for use in in-house applications and an efficient way to distribute data across our branch network of nearly 350 legal entities. MarketMap provides us with a great combination of value and price, with outstanding customer responsiveness from the whole team.”

Frank Verstraeten

Responsible Financial Information, Raiffeisen Switzerland Cooperative

MARKETMAP PROVIDES:

Cost-Effectiveness – In addition to the SMART tool (see sidebar), which helps firms monitor and control data costs, MarketMap is delivered via an Application Service Provider (ASP) model using Software as a Service (SaaS), making it easy and fast to deploy and eliminating the costs and maintenance burdens of a traditional deployment.

Ease of Use – MarketMap's interface is easy to learn, allowing users to rapidly navigate between multiple market views or workspaces. In addition, users can create, save and share user-defined layouts via personal workspaces functionality that are accessible wherever they login.

High Availability and Throughput – With mirrored independent data centers and multi-level data caches, MarketMap's architecture is fully resilient, ensuring failsafe operation and supporting efficient and speedy delivery of data from the world's most active exchanges, such as OPRA and NASDAQ.

THE POWER OF SMART DATA

MarketMap includes an integrated permissioning system known as SMART, or the Subscriber Management and Reporting Terminal.

SMART offers:

- » The ability for data managers to monitor, audit and control data costs in real-time
- » The assurance that users access only the services and the data to which they are entitled
- » On-demand and real-time usage reports that enable firms to optimize their expenditures
- » Streamlined and improved compliance and reporting processes



MARKETMAP FEED

FAST, HIGH-QUALITY DATA

In order to run their applications and businesses effectively, financial services firms require access to complete, accurate and high-speed data.

Data volumes grow daily as more participants enter the financial marketplace and electronic trading increases. Message volumes from the Options Price Reporting Authority (OPRA) alone increased from 4-6 million from 2010-2011.

For financial firms to adapt, they need reliable and scalable software and infrastructure.

MarketMap Feed helps firms meet all these needs by providing a comprehensive, fast, reliable and global digital feed of market data. It leverages SunGard's Global Network (SGN) to deliver international exchange and best-of-breed OTC and third-party data via our reliable and redundant infrastructure. Service Level Agreements (SLAs) guarantee 99.9% uptime with reliable, redundant data centers located around the world. Application Programming Interfaces (APIs) and integration tools make it easy for companies to incorporate into existing applications.

FEED OPTIONS INCLUDE:

MarketMap Feed – Broadcast data feed well-suited for firms that need to access large quantities of data or to feed retail applications and portals with high concurrency rates.

MarketMap Select Feed – Easy to program companion data feed product to the MarketMap Application for clients needing to feed financial applications with MarketMap data on a selective cache basis.

MarketMap Trading Feed – Low latency, high performance data feed used for trading applications and display devices (Can supply one stream of data into an application or discrete streams to each individual user).



We needed a **robust streaming data solution** to support our new platform and provide **rapid implementation flexibility**. MarketMap's high quality, global data coverage and reliable and scalable infrastructure will help us deliver a **superior trading experience** for our clients. MarketMap will also help us **increase client touch points** by providing a solid framework for expanding MarketMap to our client Web and social media offerings.



Dan Raju

chief information officer at TradeKing,
a nationally licensed online stock and options broker





MARKETMAP WEB COMPONENTS

SEAMLESS INTEGRATION

For retail trading systems and online portals, incorporating data feeds that provide users with 24/7/365 availability of reliable market data via the Internet is a top business imperative. With its Widgets and Web Services, MarketMap Web Components make it easy and fast to integrate financial data into any Web site, Web-based application and internal client and server application.

MARKETMAP WEB COMPONENTS PROVIDE:

Ease of integration, Web-based delivery and Pre-Configured Modules – Delivered from redundant, state-of-the-art data centers, used by prestigious firms worldwide, fully documented with comprehensive API and development tools and round-the-clock, 24/7 support.

Effortless Compatibility with XML, HTML and Dynamic Components – MarketMap Web Components offer query response data content in XML to any in-house server or client application; provides market data content and modular tools in pre-formatted HTML for easy embedding into websites or applications; and supplies streaming, Java-based and Ajax-style content to any website or browser-based application with little integration effort.

Advanced Charting – MarketMap Web Components provide graphical access to SunGard's historical data with pre-defined, customizable layouts of the most commonly used charts, including standard pricing, price/volume, traded volume and more.

Access to the Components Developers' Center – SunGard makes it easy to incorporate Components into any type of financial website. The Developer's Center provides a Web-based, interactive development center for easy access to all documentation, APIs and tools, so users can rapidly integrate MarketMap Web Components in their businesses.

Portal/Content Management System Integration



Visualization Components



MARKETMAP WIDGETS

Provide componentized access via standard technology to quotes, news, charts and historical and fundamental data. Offered as an ASP service, Widgets allow easy access to SunGard and third-party content using standard URL-based APIs, XML, HTML and Java. This is the solution of choice for firms that manage the look and feel of their market data interfaces.

MARKETMAP WEB SERVICES

Offer access to a full range of financial content including quotes, news, charts, historical and fundamental data, as well as market statistics and other market-related content on Web pages via APIs.

MARKETMAP WEB SERVICES ALSO PROVIDE:

- » Full management of user entitlements
- » Management of user preferences
- » Administrative tools for reporting usage and data consumption
- » Scalable solution with flexible display options

Web Applications



MARKETMAP ANALYTIC PLATFORM

HISTORICAL DATA MANAGEMENT

It should come as no surprise that financial firms, statistical bureaus and economic agencies are in the business of helping their clients make money. In order to do that, however, they have to be as adept at predicting the future as they are at analyzing facts and figures—and in the financial industry, that means understanding what's happened in the past.

The MarketMap Analytic Platform is a front-to-back market data and historical database solution for storing and managing intraday and high-volume, time-series data. Its powerful database and efficient analytic environment enable users to store, manipulate and analyze decision support data, macro-economic trends, historical pricing data and more. This is made possible by the application's analytical database management system (MADBS), which stores data in vectors. With MADBS, users can conduct more profound analysis and forecasting without constantly indexing the database in order to drive performance, as with Relational Database Management System (RDBMS).

While historical data often has a reputation for being difficult to store and manage, the MarketMap Analytic Platform provides a central repository for deep historical data that firms can use to quickly and easily drive their risk models, portfolio valuation models, economic forecasts and other financial and statistical analyses.

Easy maintenance of the database management system translates into lower costs for the client. Technical staff will be relieved at the ease and stability of our system.

MARKETMAP ANALYTIC PLATFORM PROVIDES:

True Analysis of Time-Series Data – By combining the storage and management of time-series data with analytical models, the MarketMap Analytic Platform enables firms to improve their forecasting capabilities and provide enhanced risk exposure, potential return on investment and other statistical services.

An Analytical Database Management System – Rather than store historical data in a relational database container, the MarketMap Analytic Platform stores data in vectors as columns, which allows the data to be treated as individual objects and enables more varied and complex analyses.

Seamless Integration with Real-Time Market Data – MarketMap Analytic Platform provides a historical market data container as a complement to real-time data feeds, enabling it to power algorithmic trading models, fact-test trading strategies and provide pre-trade analytics and risk measures.

Compliance with Industry and Regulatory Requirements – With new regulations and policies popping up all the time, financial institutions are being forced to better track such elements as fees, risk exposure, returns and other actionable current and historical data. The MarketMap Analytic Platform's vector object-oriented nature makes it easy for firms to get the data they need, while complying with regulatory demands.



MANAGING THE TRENDS

Success in the financial industry is often a moving target. With the MarketMap Analytic Platform, users can gain competitive advantage by staying ahead of the following trends:

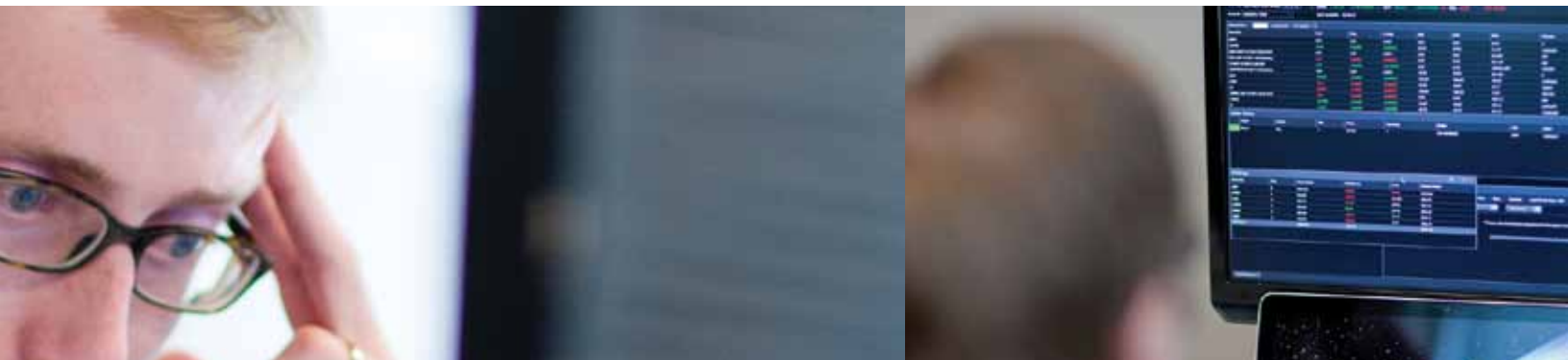
- » Adhering to new regulatory requirements
- » Supporting the complex search for Alpha and the growing use of algorithmic trading
- » Normalizing data and delivering it to users in easy-to-understand, actionable ways
- » Tracking historical data to identify and support business growth opportunities
- » Helping broker dealers provide banks and researchers with the right pricing and reference data
- » Empowering economists and statisticians with data and analysis to make accurate forecasts

MARKETMAP TODAY

Find out why more and more financial institutions globally are trying MarketMap.

- » 8 out of the top 10 banks in the world use SunGard's MarketMap solutions
- » More than 900 customers in over 60 countries use MarketMap
- » More than 30 of the world's central banks use the MarketMap Analytic Platform
- » Leverages data from SunGard Global Network which connects 2,500 institutions to 110 markets and 30 trading hubs
- » Named "Best Buy-Side Technology Provider of the Year" in 2010 by Waters
- » Inside Market Data's "Acquisition of the Year" award for SunGard's GL Trade acquisition

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