

**“The business process that SunGard has helped us streamline is the creation of the MAC Alerts, which enables us to reach a very broad constituency of customers seamlessly and efficiently.”**

Theresa Molloy,  
vice president of corporate client services,  
NYSE Euronext



**SUNGARD**

## NYSE MARKET ACCESS CENTER (MAC) CASE STUDY

Consulting Services

SunGard Consulting Services combines business and technology know-how to help financial services and energy companies transform and excel. Through SunGard’s global delivery model, more than 1,000 consultants assist customers with business process management and business analysis, information management, systems integration, custom application development, and application management.

### CHALLENGE

- » Expand client service offerings in order to improve and maintain NYSE’s competitive position
- » Provide issuer community with a suite of electronically delivered market intelligence tools
- » Deliver tools to clients within a rigorous time frame

### SOLUTION

- » Together, NYSE and SunGard developed new Market Access Center (MAC) alerts to communicate information such as stock movement, news alerts, options and commodities to NYSE’s clients
- » SunGard was selected based on impeccable responsiveness and attention to detail and executed a rapid solution

### RESULTS

- » NYSE is now able to reach its 2,000 global customers 24/7 using products that assist customers in addressing unique issues brought about by their various roles as CEO, CFO, and IRO of listed companies
- » NYSE can now comfortably provide its clients with the leading products and services, allowing them to communicate more effectively to investors and senior management due to the proficiency of SunGard’s technology, business, and product management leads