

SUNGARD ANALYSTS' DAY

LONDON | NOVEMBER 9, 2011

A photograph of the Tower Bridge in London, viewed from a low angle across the river. The bridge's two towers and suspension cables are prominent against a blue sky with scattered white clouds. The SunGard logo is overlaid in the bottom right corner of the image.

SUNGARD®

Doing More With Less: Realizing cost efficiencies while achieving global connectivity

Chris Lees, Global Head of Product Management, SunGard Global Trading

Robert Jeanbart, Global Head Market Data, SunGard Global Trading



Agenda

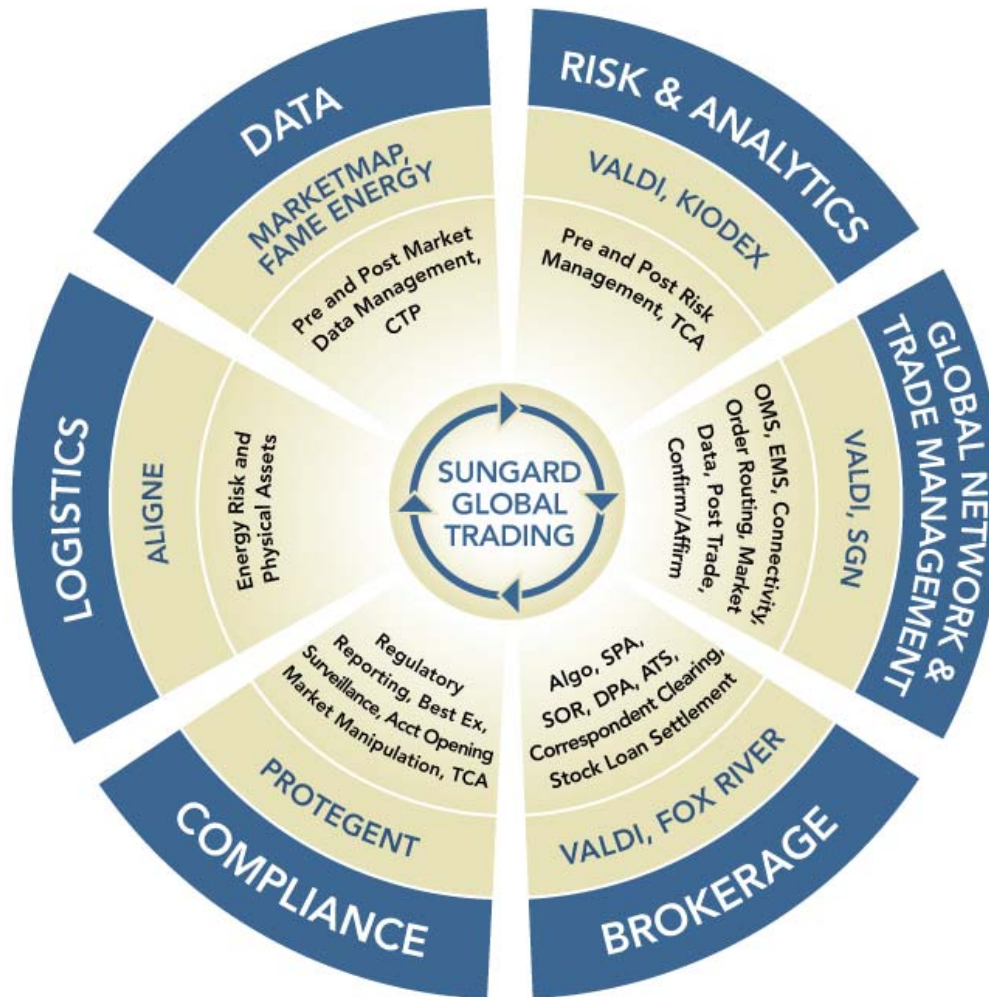
- Introduction to the Global Trading segment
- Doing more with less: a market data perspective
- Doing more with less: a trading & connectivity perspective

Introduction to the Global Trading segment



Chris Lees, Global Head of Product Management, SunGard Global Trading

Global Trading Business – Overview





Global Trading - Mission Statement

“ Global Trading commits to providing its clients with the ability to trade anytime, anywhere, safely and easily.

We are passionate about delivering exceptional customer service.

Hold us accountable.”



Global Trading – At a Glance

SCOPE

Access to Equities & Derivatives Markets

+170

Market Data Sources

+160 in over 100 countries

Industry Rated Algorithms

#1

Connect to Buy-side Firms

+2,000

Connect to Sell-side Firms

+530

SCALE

Data Centres

42

Global Hubs

31

Global Customer Base

3,000 firms in 75 countries

Screens Deployed Worldwide

40,000

MARKETMAP - VALDI - FOX RIVER – SGN - KIODEX - PROTEGENT

Doing more with less: a market data perspective



Robert Jeanbart, Global Head of Market Data, SunGard Global Trading



Today's Market Data Industry Drivers

External

- Uncertain economic environment
- Looming regulatory requirements

Internal

- Pressure on budgets and costs
- No operating leverage and flexibility
- More fragmentation in the market



Why MarketMap?

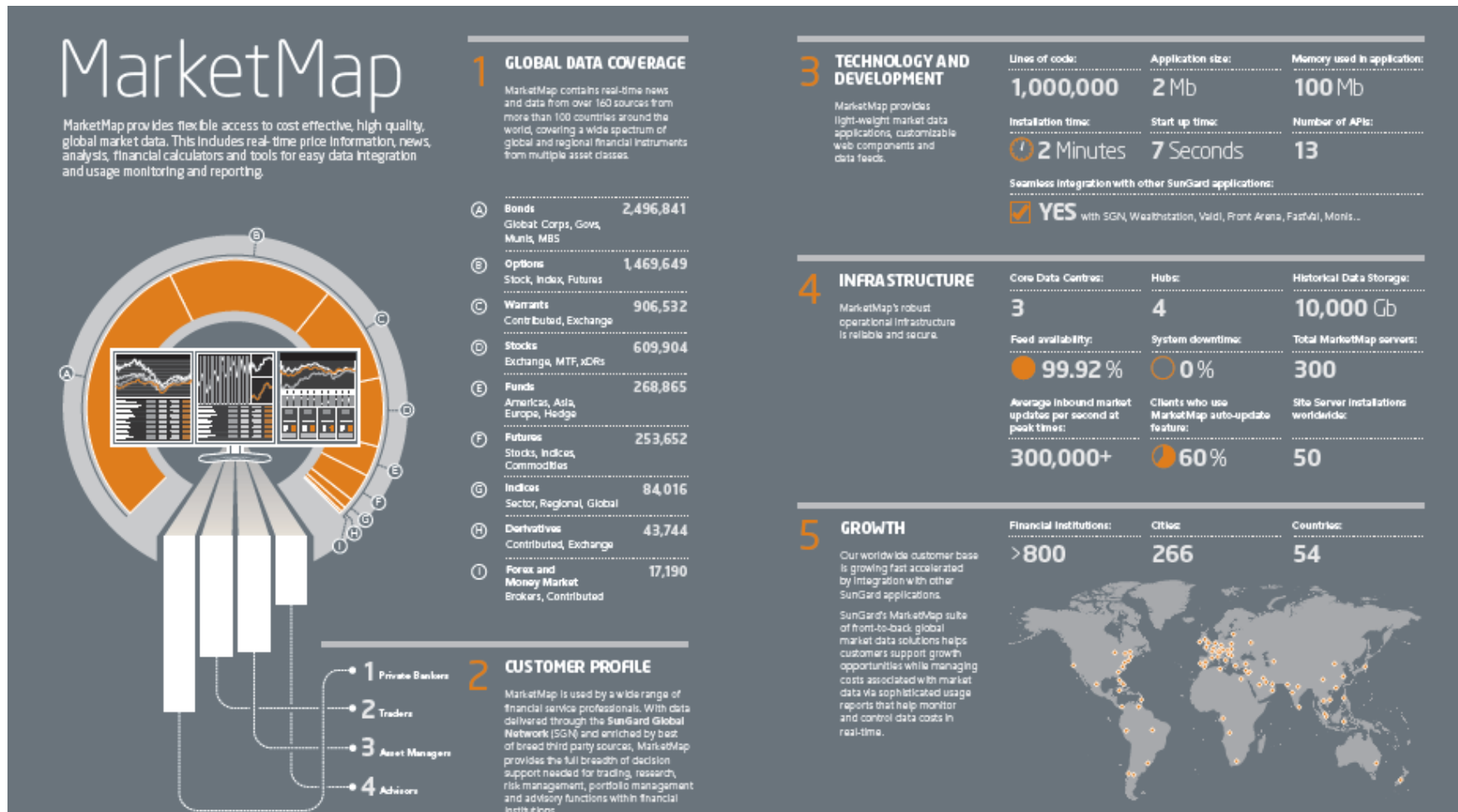
Is market data management and infrastructure your core competency?

- Yes – you can get a coffee now
- If No, MarketMap is a fit

Why MarketMap?

- Benefit from our scale
- Decrease costs
- Increase efficiencies
- Improve market data management business processes
- Various infrastructure models (cloud, ASP, SaaS)
- Greater transparency into market data costs

MarketMap



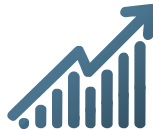
- 8 out of the top 10 banks in the world use SunGard's MarketMap solutions
- More than 30 of the world's central banks use MarketMap Analytic Platform
- SunGard Global Network connects 2,500 institutions to 120 markets

MarketMap Solutions Overview

Real-time Solutions

MarketMap

- Global, multi-asset class market data application
- Installed in seconds, no infrastructure
- Real-time exchange entitlement control
- Integration with other SunGard solutions



MarketMap Feed

- High-quality, global data feeds
- Scalable infrastructure
- Multiple technologies supported
- Guaranteed SLA's



MarketMap Web Components

- Access global market data via the Web
- Easy integration into Web-based sites and applications
- Plug & play widgets including developer tools



Historical Data Solutions

MarketMap Analytical Platform

- Robust analytical capabilities
- Fast data retrieval and manipulation
- Accessible via various channels



MarketMap Managed Data Services

- Breadth of data sources available, global and historical
- Stored in SunGard data centers



MarketMap Services

Transparent access to data

Enable efficient use of data

Improve quality & accuracy of data

The Power of SMART

SMART : Subscriber Management and Reporting Terminal

SMART offers

- The ability for data managers to monitor, audit and control data costs 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

Data Contribution

- Vendor agnostic, platform-independent data contribution and distribution services

MarketMap Case Studies



MarketMap Helps Customers Do More with Less – Two Examples



Tier 1 Private Bank

- Rationalized market data spend
- Decreased costs by 30%
- Manages data entitlements real-time

Top 3 Cooperative Bank in Switzerland

- Deployed MarketMap data delivery infrastructure across 1300 branches and 300 legal entities
- Uses MarketMap as a data hub for proprietary and external information
- Rationalized data spend

Doing more with less: a trading & connectivity perspective



Chris Lees, Global Head of Product Management, SunGard Global Trading



Doing More With Less

Brokerage **cost pressures**:

- Poor equity market conditions
- Globalization: intensified competitive pressure
- Increasingly heavy and complex regulatory requirements

Just a **cost reduction** game?

- Alternatively, which threats contain opportunities?
- Where can technology help most?



Main Themes

Cost containment:

- Managed services/SaaS
- Optimized market membership
- Vendor consolidation

New revenue sources:

- Superior facilities for trading clients
- Increased client and market reach

SunGard Global Network

Serves over 2,500 financial institutions worldwide across all listed asset classes



Americas

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Mexico City
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Santiago
Sao Paulo
Toronto



Europe - Middle East & Africa

Brussels	Lisbon	Moscow
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Geneva	Luxembourg	Tel Aviv
Istanbul	Madrid	Warsaw
Johannesburg	Milan	Zurich



Asia

Hong Kong	Singapore
Jakarta	Sydney
Kuala Lumpur	Taipei
Seoul	Tokyo
Shanghai	

● Planned hub

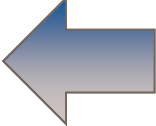
SunGard Global Network

- Serves over 2,500 financial institutions worldwide
- Provides order routing for equities, fixed income and listed derivatives
- 530+ brokers offer services, on 120+ markets
- Services include:
 - Real-time market data
 - ASP market connectivity and managed services
 - Managed FIX connectivity



Main Themes

Cost containment:

- **Managed services/SaaS** 
- Optimized market membership
- Vendor consolidation

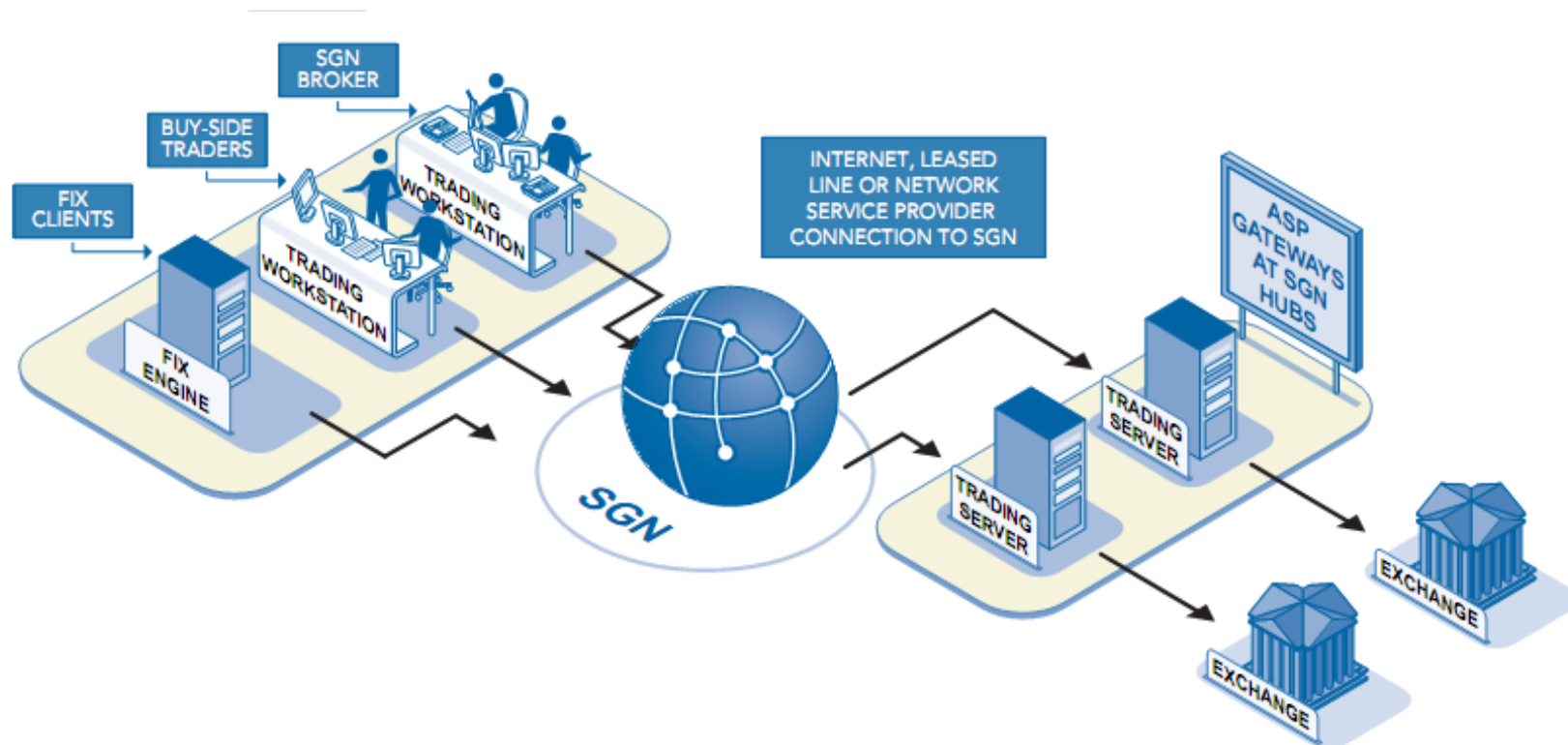
New revenue sources:

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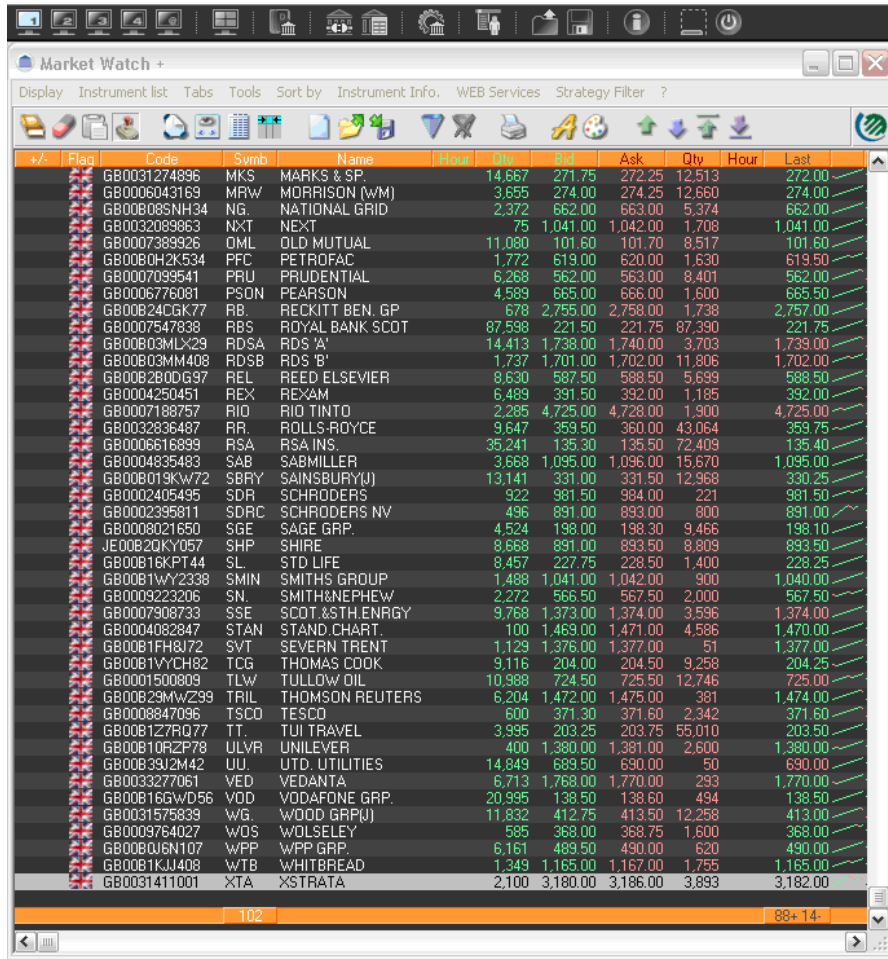
Managed Services/SaaS: Market Connectivity

Valdi Market Access:

- Connectivity and risk management for 120+ markets



Market Data Access



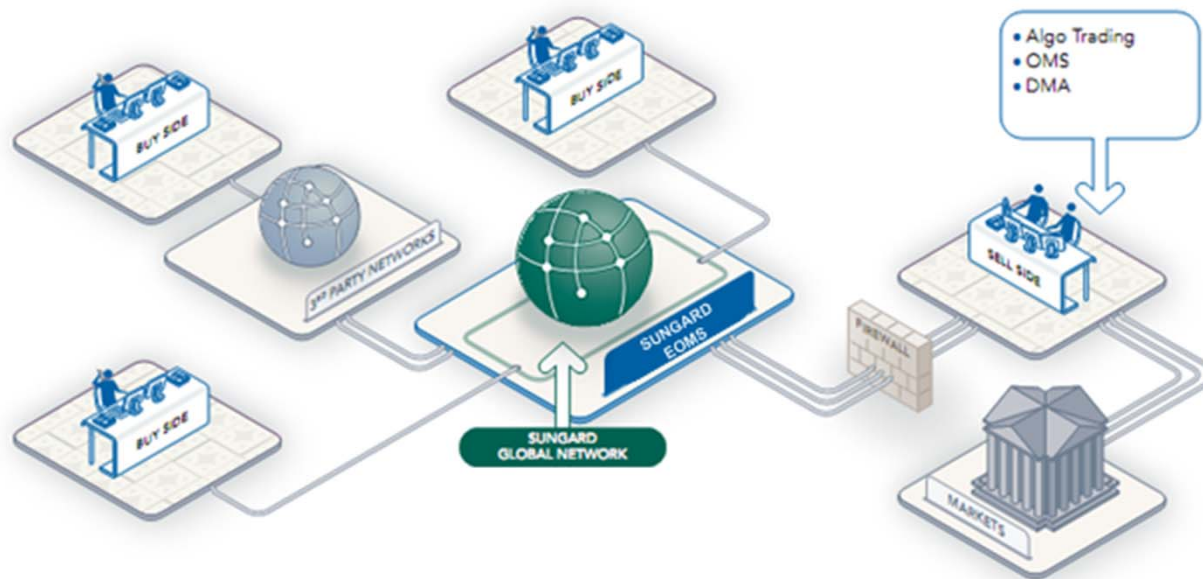
The screenshot shows a 'Market Watch' application window with a table of market data. The table has columns for Flag, Code, Symb, Name, Bid, Ask, Qty, Hour, and Last. The data is sorted by instrument name. The table contains 102 rows of data, with the last row being XTRA.

Flag	Code	Symb	Name	Bid	Ask	Qty	Hour	Last
	GB0031274896	MKS	MARKS & SP.	14.667	271.75	272.25	12,513	272.00
	GB0006043169	MRW	MORRISON (WM)	3.655	274.00	274.25	12,660	274.00
	GB0008095NH34	NG	NATIONAL GRID	2.372	662.00	663.00	5,374	662.00
	GB0032089863	NXT	NEXT	75	1,041.00	1,042.00	1,708	1,041.00
	GB0007389926	OML	OLD MUTUAL	11.080	101.60	101.70	8,517	101.60
	GB0008042K534	PFC	PETROFAC	1.772	619.00	620.00	1,630	619.50
	GB0007099541	PRU	PRUDENTIAL	6.268	562.00	563.00	8,401	562.00
	GB0006776081	PSO	PEARSON	4.589	665.00	666.00	1,600	665.50
	GB000824CGK77	RB	RECKITT BEN. GP	678	2,755.00	2,758.00	1,738	2,757.00
	GB0007547838	RBS	ROYAL BANK SCOT	87.598	221.50	221.75	87,390	221.75
	GB000803MLX29	RDSA	RDS 'A'	14.413	1,738.00	1,740.00	3,703	1,739.00
	GB000803MM408	RDSB	RDS 'B'	1.737	1,701.00	1,702.00	11,806	1,702.00
	GB00082800G97	REL	REED ELSEVIER	8.630	587.50	588.50	5,699	588.50
	GB0004250451	REX	REXAM	6.489	391.50	392.00	1,185	392.00
	GB0007188757	RIO	RIO TINTO	2.285	4,725.00	4,728.00	1,900	4,725.00
	GB0032836487	RR	ROLLS-ROYCE	9.647	359.50	360.00	43,064	359.75
	GB0006616899	RSA	RSA INS.	35.241	135.30	135.50	72,409	135.40
	GB0004835483	SAB	SABMILLER	3.668	1,095.00	1,095.00	15,670	1,095.00
	GB0008019KW72	SBRY	SAINSBURY(J)	13.141	331.00	331.50	12,968	330.25
	GB0002405495	SDR	SCHRODERS	922	981.50	984.00	221	981.50
	GB0002395811	SDRC	SCHRODERS NV	496	891.00	893.00	800	891.00
	GB0008021650	SGE	SAGE GRP.	4.524	198.00	198.30	9,466	198.10
	JE00B2QKY057	SHP	SHIRE	8.668	891.00	893.50	8,809	893.50
	GB000816KPT44	SL	STD LIFE	8.457	227.75	228.50	1,400	228.25
	GB00081WY2338	SMIN	SMITHS GROUP	1.488	1,041.00	1,042.00	900	1,040.00
	GB0009223206	SN	SMITH&NEPHEW	2.272	566.50	567.50	2,000	567.50
	GB0007908733	SSE	SCOT &STH.ENERGY	9.768	1,373.00	1,374.00	3,596	1,374.00
	GB0004082847	STAN	STAND.CHART.	100	1,469.00	1,471.00	4,586	1,470.00
	GB00081FH8J72	SVT	SEVERN TRENT	1.129	1,376.00	1,377.00	51	1,377.00
	GB00081VYCH82	TCG	THOMAS COOK	9.116	204.00	204.50	9,258	204.25
	GB0001500809	TLW	TULLOW OIL	10.988	724.50	725.50	12,746	725.00
	GB000829MWZ99	TRIL	THOMSON REUTERS	6.204	1,472.00	1,475.00	381	1,474.00
	GB0008847086	TSCO	TESCO	600	371.30	371.60	2,342	371.60
	GB0008127RQ77	TT	TUI TRAVEL	3.995	203.25	203.75	55,010	203.50
	GB000810RZP78	ULVR	UNILEVER	400	1,380.00	1,381.00	2,600	1,380.00
	GB000839J2M42	UU	UTD. UTILITIES	14.849	689.50	690.00	50	690.00
	GB0033277061	VED	VEDANTA	6.713	1,768.00	1,770.00	283	1,770.00
	GB0008166WD56	VOD	VODAFONE GRP.	20.995	138.50	138.60	494	138.50
	GB0031575839	WG	WOOD GRP(J)	11.832	412.75	413.50	12,258	413.00
	GB0009764027	WDS	WOLSELEY	585	368.00	368.75	1,600	368.00
	GB00080J6N107	WPP	WPP GRP.	6.161	489.50	490.00	620	490.00
	GB00081KJ408	WTB	WHITBREAD	1.349	1,165.00	1,167.00	1,755	1,165.00
	GB0031411001	XTA	XSTRATA	2.100	3,180.00	3,186.00	3,893	3,182.00

- Low-latency global feed
- Access to 120+ markets
- 900+ networked servers

Further Managed Services

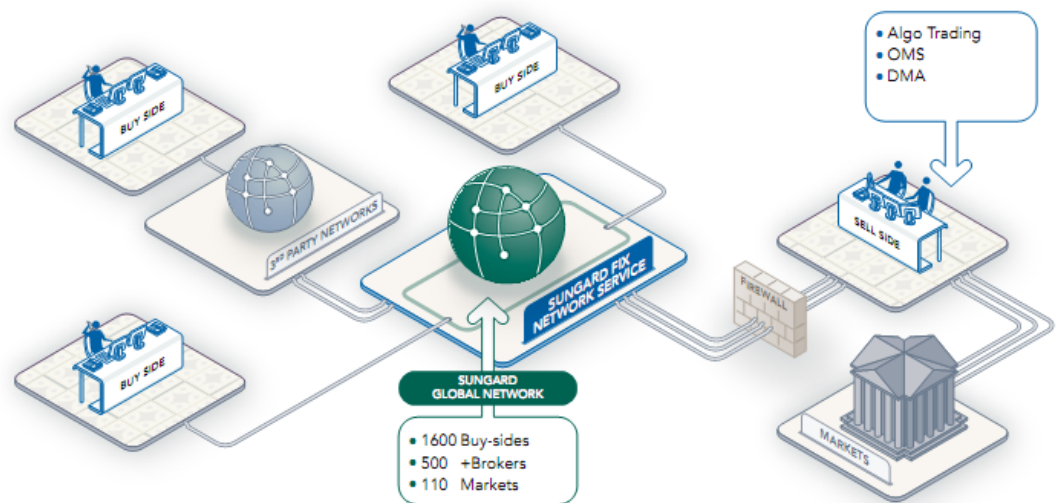
- Order Management
- Algorithmic trading/smart routing
- FIX connectivity



Managed Services: FIX Network Service

- Client order flow management through a single managed channel
- Connection to major FIX networks & financial telecom providers
- All major versions of FIX protocol supported

FIXPROTOCOL
INDUSTRY-DRIVEN MESSAGING STANDARD™



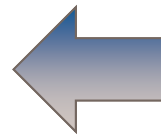
SUNGARD®



Main Themes

Cost containment:

- Managed services/SaaS
- **Optimized market membership**
- Vendor consolidation



New revenue sources:

- Superior facilities for trading clients
- Client and market reach

Optimized Market Membership

- 530+ brokers, 120+ markets via SGN connectivity
- Combine yours/theirs, even downstream of a smart router



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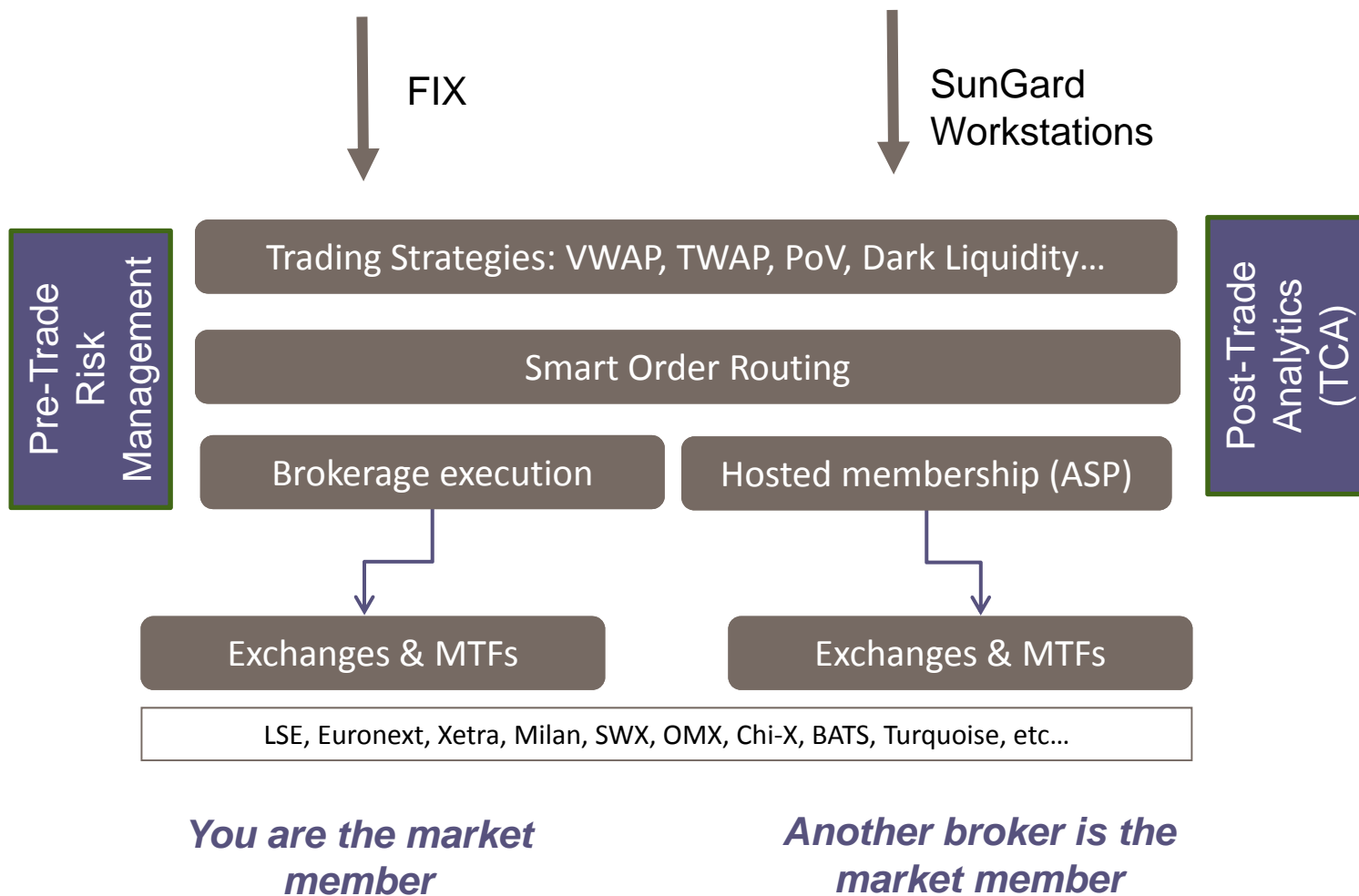


Asia

Hong Kong	Singapore
Jakarta	Sydney
Kuala Lumpur	Taipei
Seoul	Tokyo
Shanghai	

● Planned hub

Optimized Market Membership: In Fragmented Markets

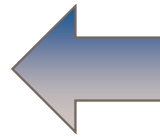




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SunGard's Breadth in Trading – 'The Wheel'





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Client Connectivity

Valdi EMS - Trading Workstation

- Functionally rich, integrated market data
- Multi-asset class trading, broker-neutral or sponsored
- Internet-deployed, light footprint
- Family Offices, HNWI, remote offices, day traders...
- Integrated access to brokers' algo offerings

Distribution managed by SunGard for easy deployment

- 1,500 stations distributed worldwide by SunGard
- More than 2,500 distributed by brokers & exchanges



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New revenue sources:

- Superior facilities for trading clients
- **Client and market reach**



Client and Market Reach

- Equity investors favour emerging markets, which fuels demand for access and visibility (Tabb Group, October 2011)
- 530+ brokers, 120+ markets via SGN connectivity



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Seoul	Tokyo
Shanghai	

● Planned hub

Case Study: OCBC Securities



OCBC Securities provides the best technological platform for its customers to execute trades in listed products and foreign exchange contracts. And that is why we went out several years ago to look for a vendor to provide the right technology platform for us.

Hui Yew Ping
managing director
OCBC Securities

CHALLENGE

- Implement sophisticated multi-asset trading solutions that were scalable, cost-effective and provide global reach
- Deliver the benefits of high performance electronic trading, such as low latency execution & real-time reporting, to both retail and institutional investors
- Facilitate DMA access to a range of markets in Asia

SOLUTION

- SunGard Global Network (SGN) for connectivity to global listed markets
- Valdi OMS, Valdi Trader for execution mgnt, Valdi Selector for real-time pre-trade risk management
- SunGard was selected for its strong track record, scope of solutions & breadth of market connectivity

RESULTS

- A best-of-breed multi-asset and multi-market trading platform with complex order management and advanced electronic execution
- Improved real-time pre-trade risk management for high-volume retail trading
- As OCBC's business grew, the firm has been able to keep its technology costs stable, while functionality and performance have improved



Doing More With Less in Trading & Connectivity

Cost containment:

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SUNGARD®

A horizontal bar at the bottom of the image composed of several colored segments: brown, orange, yellow, blue, purple, green, and teal.