

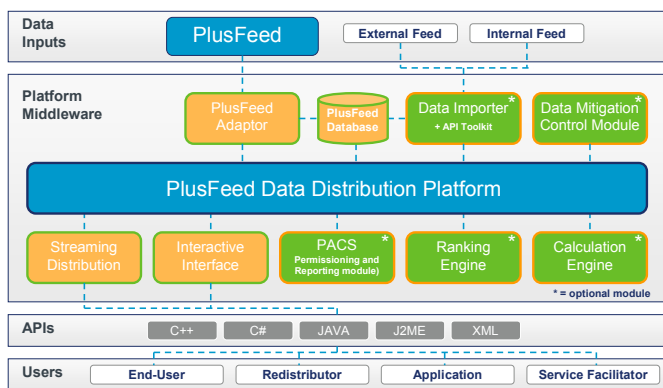
# PlusFeed Data Distribution Platform

Manage and integrate data efficiently and cost effectively with Interactive Data's powerful PlusFeed Data Distribution Platform featuring millisecond latency.

## ■ Enterprise-wide data platform

The PlusFeed Data Distribution Platform is a high performance, scalable data management system capable of delivering PlusFeed's real-time streaming content, boasting 450 sources and over 6 million instruments.

The open nature of the platform can enable users to integrate other internal and external data streams as well as distributing a normalized data feed to thousands of end-users and applications through a comprehensive set of APIs.



## ■ Transparent data management

Use the platform's full capabilities to help meet your firm's specific data requirements. Stream full order book data tick-by-tick where required, snap pricing data for those applications which need only limited information and mitigate throughput on a per exchange basis to help optimize your infrastructure's overall performance.

Manage data entitlements, review data usage and generate exchange reports through the PlusFeed Access Control System and help to provide

transparency on data usage and spend across the organisation.

## ■ Key benefits

Based around some of the latest technology, with modular hardware and intelligent software components to help drive efficiency and optimize cost effectiveness, the PlusFeed Data Distribution Platform offers high speed, resilience and flexibility for your data management operations.

- **High performance** - Manage up to 1 million messages per second, and over 6 million instruments with millisecond platform latency
- **Scalable solution** - Deploy an easy and cost-effective solution allowing extra capacity if and when required to handle up to thousands of connections and extensive market depth information
- **Small hardware footprint** - Best-of-breed technology helps maximize performance requiring only a limited number of servers and reducing the overall hardware footprint and costs
- **Easy data integration** - Ensure rapid data integration through advanced APIs including C++, C#, JAVA, J2ME, XML

## ■ Modular approach

A modular design enables users to install only the components required as well as helping to minimize costs. Additional features can easily be deployed at a later stage as required.

- **PlusFeed Adaptor** - The PlusFeed Adaptor is responsible for the collection of real-time, delayed and intra-day data. Working seamlessly with PlusFeed, Interactive Data's consolidated, low latency data feed, the adaptor is designed to handle the entire universe of over 6 million instruments covering more than 450 sources stretching across all asset classes.

- **PlusFeed Database** - All pricing and news data as well as fundamental and reference data is stored within a high-performance SQL database. The database can be accessed via SQL queries, stored procedures or an HTTP/XML access mechanism.
- **Data Importer** - An API toolkit can enable the client to import other data feeds as well as internal contributions or derived data quickly and efficiently. It is seamlessly blended with the PlusFeed normalized data feed and made available to downstream end-users or applications via a common interface.
- **Data Mitigation Control Module** - The volume of data delivered by the major exchanges can be very high, and the ratio of quotes to trades continues to rise. For off-trading floor, retail, internet and mobile applications, the solution is intelligent quote consolidation. The consolidation intervals can be configured on a per-exchange and per-level basis and allow you to only process the data you really need.
- **PlusFeed Access Control System** - Manage complex entitlement environments via the PACS data management module, an advanced and exchange approved permissioning and reporting mechanism designed to function with PlusFeed. In addition, all changes to permissions are audited, and all real-time data usage is recorded on the database, for subsequent analysis and reporting.
- **Ranking engine** - Create and publish custom built ranked data sets, such as top winners and losers lists, and order the data based on any common parameter before it is contributed back to the platform for downstream consumption.
- **Calculation engine** - Calculate your own real-time values and analytics such as calculated bid/ask spreads or CFD prices with the custom calculation engine. Use a template C++ application to quickly build new data items derived from the streaming data sources already available and republish the data to the platform.

## ■ Flexible integration

Real-time data can be rapidly integrated into users' applications such as trading or risk management systems, historical databases or any other data management or display application.

A number of advanced APIs, developer kits (including sample code) and libraries are supplied for a variety of technologies, including .NET, Java, J2ME, C++ , C#, and XML. Standard database tools can be used to access all data stored in the PlusFeed Database.

## ■ Stability and resiliency

Build in as much resiliency into the architecture as is required. Any component can be replicated as many times as needed, while all can be running simultaneously in a hot/hot type environment.

Furthermore, the client can distribute or switch user loads between the multiple instances to meet specific data management requirements and help optimize the infrastructure.

In a typical installation, it is usually recommended to deploy a fully duplicated architecture, usually combined with a back-up copy at a geographically diverse disaster recovery site.

## ■ A consultative approach

Work together with data management specialists to establish the best way to deploy, integrate and optimize Interactive Data's PlusFeed Data Distribution Platform within your firm's unique environment.

Leverage the experience and track record of a team of IT consultants with a track record of implementing solid data management platforms to help ensure an affordable and straightforward installation.

## About Interactive Data

Interactive Data Corporation is a trusted leader in financial information. Thousands of financial institutions and active traders, as well as hundreds of software and service providers, subscribe to our fixed income evaluations, reference data, real-time market data, trading infrastructure services, fixed income analytics, desktop solutions and web-based solutions. Interactive Data's offerings support clients around the world with mission-critical functions, including portfolio valuation, regulatory compliance, risk management, electronic trading and wealth management. Interactive Data is headquartered in Bedford, Massachusetts and has over 2,400 employees in offices worldwide.

Interactive Data's Real-Time Services business is a leading provider of real-time global market data to financial institutions, redistributors and online financial portals worldwide. Offerings from Interactive Data include PlusFeedSM, a consolidated, low-latency digital datafeed. Also managed as part of this group is Interactive Data's Managed Solutions business, a leading provider and operator of customized financial market information systems.

For more information, please visit [www.interactivedata.com](http://www.interactivedata.com).

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