



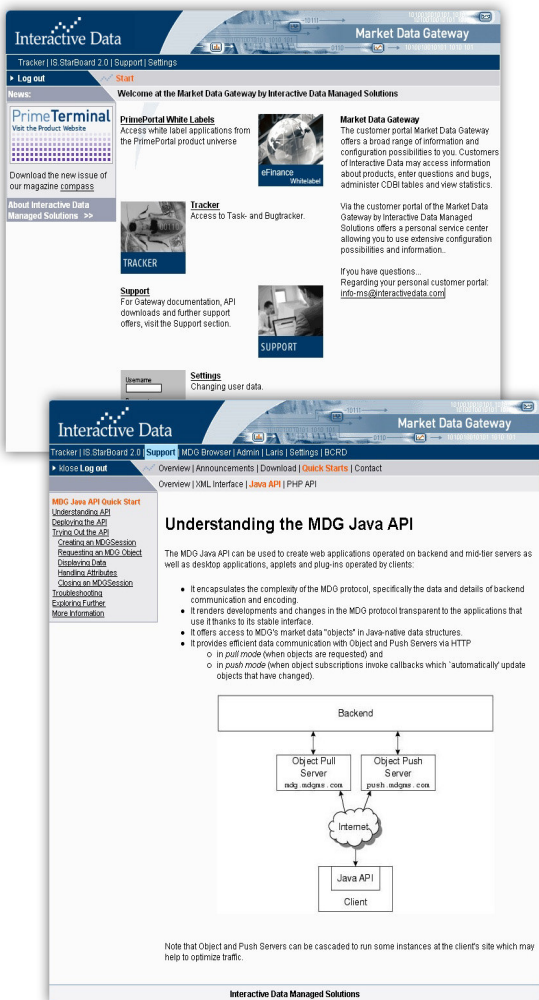
PrimeDeveloper

# Flexibility for IT Departments

PrimeDeveloper from Interactive Data Managed Solutions gives firms the tools designed to provide their customers with easy and convenient access to the dynamic international financial markets. PrimeDeveloper lets the IT departments of banks, financial service providers and financial online portals as well as external development partners program their own proprietary online applications, and they can benefit from using

Interactive Data Managed Solutions' Market Data Gateway (MDG) technical platform. PrimeDeveloper also includes additional services such as consulting, training and support.

Financial service providers' IT departments are usually faced with numerous challenges: They are typically responsible for the maintenance and continuing development of internal IT systems and programs. Their responsibilities may also include web-based financial information systems, a key component in the sales channel mix that includes both public applications on the Internet and internal advisory systems in the branch offices. Meeting these challenges requires in-depth knowledge about internal workflow processes and systems as well as the processing of large market data volumes. In addition, they have to deal with systems changes required as a result of new regulations such as MiFID. IT departments that choose not to tie up their resources in the development and operation of a financial data platform can focus instead on optimizing their systems and creating a competitive technological edge for their company.



## PrimeDeveloper – Intelligent Data Objects and Standardized Development Environments

Interactive Data Managed Solutions' PrimeDeveloper provides standardized access to a broad spectrum of financial market data. The Market Data Gateway and several application programming interfaces (APIs) allow users to obtain an individually customized range of financial market data, delayed or in real-time. The information is delivered in the form of objects that are processed with business logic methods and which support search and ranking functions, among other things. The objects can be obtained via a

Developers benefit from information and support on the Market Data Gateway welcome page.

variety of ways, such as the open Internet, VPN tunnels or leased lines. With this service, users do not have to set up and operate their own computer center for data processing purposes. With its integrated development environments, PrimeDeveloper also supports the in-house creation or further development of applications via Java, .NET and PHP interfaces.

## Extensive Range of Services for Developers

In addition to the technical environments, PrimeDeveloper includes support for an array of scenarios. Services include consulting or feasibility analyses, which can be used in the preliminary phase of a project.



Interactive Data Managed Solutions also assists in setting up the development environment. Another important pillar of PrimeDeveloper consists in training courses on how to use the Market Data Gateway and the various programming interfaces, including subsequent certification. Developers can also opt for on-site coaching by an Interactive Data Managed Solutions employee.

Moreover, PrimeDeveloper comes with standardized test interfaces to the Market Data Gateway. For example, if a bank decides to implement a development project with Prime- Developer, the development environment and the permissioning required for obtaining data are set up for the developers, who can also consult quick-start guides for the various APIs. Furthermore, an announce-ment service regularly provides information about topics relevant to the Market Data Gateway.

### Market Data Gateway – The Core of Powerful Financial Information Systems

Market Data Gateway is an open market data platform that performs four main functions: It undertakes data import and storage, data supply and caching in various databases, data streaming and data availability via APIs. The Market Data Gateway imports and processes a wide range of international financial market information, including company information, quotes, indices, funds data, derivatives information, interest rates, bonds data, currencies and macroeconomic data provided by about 200 suppliers from around the world. The data are harmonized in a coherent semantic data model, enhanced with additional information such as key figures and distributed to the individual solutions. The data are transmitted in standardized data packets – called objects – using either broadcast or request/response delivery. Proprietary customer data can also be added and maintained. A wide range of access authorization options can allow clients to provide access rights on an individual basis.

Information offerings such as "Infos & Marchés" by Cortal Consors or the OnVista financial portal are based on PrimeDeveloper.

The image displays two screenshots of financial information portals. The left screenshot shows the Cortal Consors BNP Paribas website with a navigation menu and a table of market indices. The right screenshot shows the OnVista website with a search bar and a detailed market overview table.

Indice	Dernier	Ouverture	Valeur	Var. ch.	+/-%
CAC 40	5 007,01	4 993,26	5 012,75	-0,11%	12 / 0 / 28
CAC IT20	4 095,11	4 088,76	4 112,23	-0,42%	8 / 0 / 12
Euro Stoxx 50	3 790,68	3 800,83	3 814,76	-0,44%	19 / 0 / 39
Dow Jones 30	12 971,75	12 888,61	12 991,96	-0,16%	13 / 0 / 17
Nasdaq Composite	2 424,40	2 422,76	2 422,93	+0,04%	1917 / 88 / 891
Nikkei 225	13 894,37	13 907,97	13 863,47	+0,22%	155 / 6 / 21

akt. Kurs	+	-	in %	Top Flop
DAX	6 896,34	-31,96	-0,47%	8 0 21
MDAX	9 146,03	+26,26	+0,29%	26 0 24
DAX	839,31	+7,17	+0,86%	18 0 13
DAX	6 898,00	-	-	-
DAX	3 714,44	-21,68	-0,58%	16 0 22
ND	4 024,04	+31,44	+0,79%	5 0 15
ND	12 716,60	-1,55	-0,01%	14 0 18
ND	1 376,05	+0,11	+0,01%	248 6 245
INDAQ COMP.	2 385,54	+8,60	+0,36%	1100 135 1131
KEI 225	13 578,16	+31,34	+0,23%	80 33 78
Future	113,97	-	-	-
RUSD	1,5890	-	-	-
Rohöl (USD)	117,36	-	-	-
time	900,80	-	-	-



### About Interactive Data

Interactive Data Corporation (NYSE: IDC) is a leading global provider of financial market data, analytics and related solutions to financial institutions, active traders and individual investors. Interactive Data, headquartered in Bedford, Mass., has approximately 2,400 employees in offices located throughout North America, Europe, Asia and Australia.

Interactive Data's Managed Solutions business is a leading provider and operator of customized financial information systems. The group builds and manages Web-based financial market data portals and terminals for a range of organizations worldwide, from retail and investment banks to asset managers, online brokers, stock exchanges and media portals. By aggregating a broad set of financial data and client-proprietary content and offering visually stunning features such as charts, sophisticated search functions, decision-support tools and analytics, these intuitive applications can help customers optimize their business processes and realize efficiencies. This group is managed as part of the Interactive Data's Real-Time Services business, which provides a comprehensive suite of offerings that includes PlusFeed(SM), a consolidated, low-latency digital datafeed.

For more information about Interactive Data and its businesses, please visit [www.interactivedata.com](http://www.interactivedata.com).

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