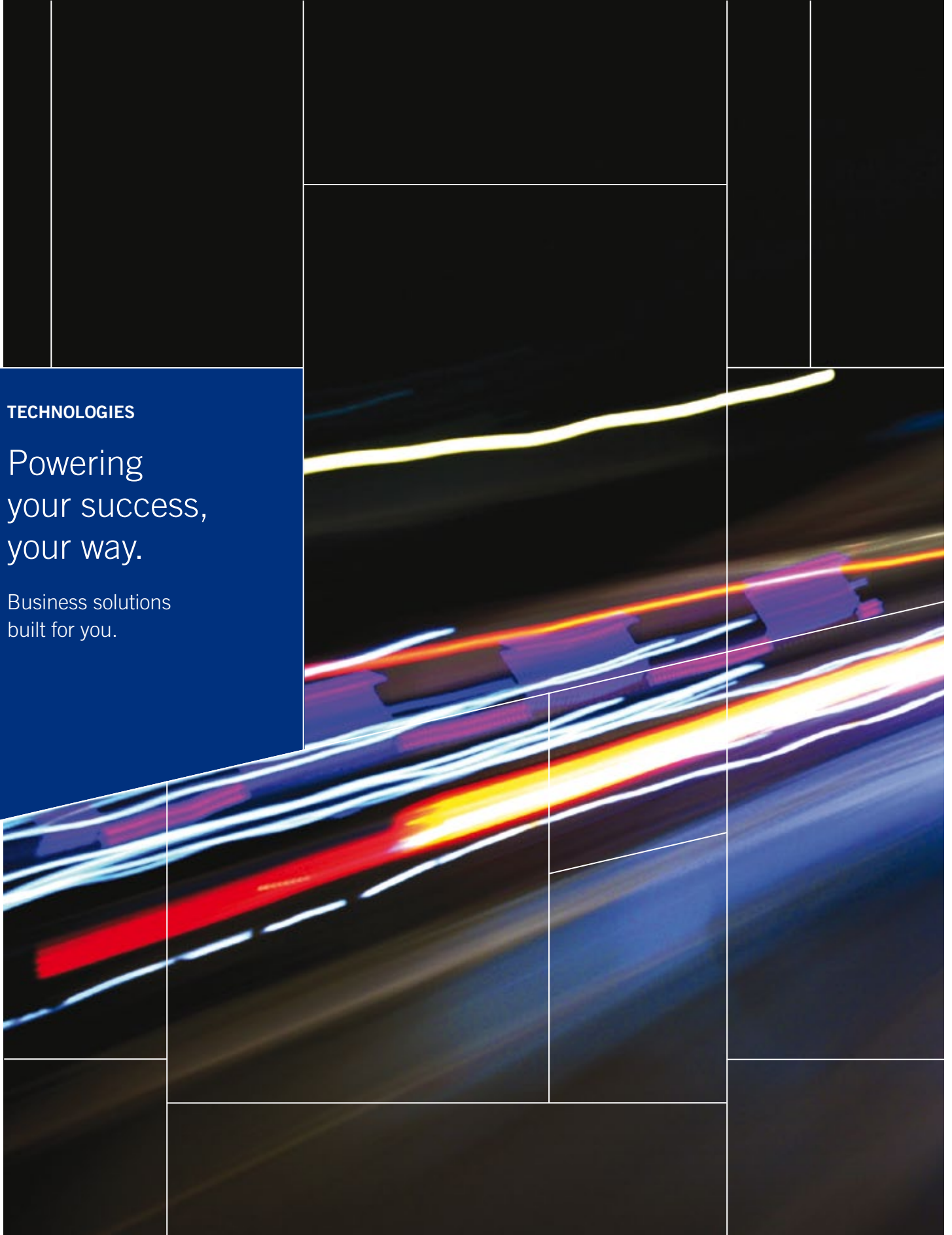


TECHNOLOGIES

Powering  
your success,  
your way.

Business solutions  
built for you.



# Giving you the right connections to the global capital markets community

NYSE Technologies is not just the leading provider of end-to-end trading solutions. We have the breadth and depth of offerings to meet the demands of market participants, along with the ability to tailor those products and services to suit the needs of our clients. Whether you are an institutional investor, broker-dealer, systematic trader or market operator, we design and deliver customisable electronic trading solutions to suit your needs. And that's just where it starts.

With our combination of technological expertise and capital market experience, our clients become part of the informed, forward thinking community of market players. With 600 buy side and 700 sell side firms, 1,200 global trading counter-party connections, and 33% of global cash equities trading on NYSE Euronext exchanges, we are a major part of the global capital markets community.

At NYSE Technologies, we will use our skill and know how to connect you to that community. A community to which you can contribute, learn from, engage in and with which you can grow.

We're here to help you achieve your goals.



**Connecting YOU to the capital markets community:**

**600** buy-side | **700** sell-side | **1200** counter-party connections

# Set the trend

You are the market maker. Your skill at controlling rapid, large-volume trades – coupled with a disciplined, quantitative approach to risk – brings critical liquidity to the marketplace. The goal is to capture more return for less risk. Reaching that goal depends on complex and innovative algorithmic strategies – and the speed to execute them in the blink of an eye.

**NYSE Technologies provides the tools to assist you in executing your strategies more effectively:**

- **Trade any asset class, anywhere**

We help you meet demanding volume requirements, and gain ultra low latency access to markets through the Secure Financial Transactions Infrastructure® (SFTI®).

- **Access market data faster**

We provide low-latency, real-time data feeds, along with the analytics you need to maintain perspective, back-test strategies and build game-changing algorithms.

- **Accelerate your infrastructure**

Our products assist you in meeting the data management and throughput challenges created by the sheer number of trading venues.

- **Improve operational efficiency**

We provide fully managed, hosted solutions that address connectivity, infrastructure and market-data needs.

## Spotlight on the **Hosted Transactions Hub**

The Hosted Transactions Hub is a fully managed trading connectivity solution including the following components:

- **Client connectivity management** – oversees inbound client connectivity from third-party networks, the NYSE Euronext global marketplace and direct connections
- **Executive destination access and risk control** – manages connectivity to sell-side venues, including exchanges, ATSS and other IDBs with in-line risk controls
- **Colocation services** – as a part of hosting at NYSE Technologies global liquidity centres

...capture more  
return for less risk.

## Our solutions for **Systematic Traders**

- HOSTED TRANSACTIONS HUB
- SFTI® NETWORK
- COLOCATION AT GLOBAL LIQUIDITY CENTRES
- HOSTED TICKER PLANT
- TICK CAPTURE & TIME SERIES ANALYSIS
- MARKET DATA PLATFORM V5™
- DATA FABRIC MIDDLEWARE

# Leverage your services

Your clients look to you to provide for low-latency access to deep pools of liquidity across multiple geographies and asset classes. To meet these demands, you need a cost effective, flexible trading infrastructure, and managed risk parameters that don't impede your clients' business models.

**We provide technology solutions that can help you leverage your services, stay relevant to your clients and achieve efficiencies:**

- **Maintain a cost-effective trading infrastructure**

We help you develop and maintain a reliable and scalable infrastructure, while providing your clients with access to cutting-edge trading technologies.

- **Manage data**

We have tools to help you gather and integrate data from major execution venues, which help address the data management demands created by fragmented markets.

- **Global connectivity**

We provide low-latency connectivity to an extended global network of buy-side trading partners, and offer normalised messaging.

- **Manage risk**

Providing the fast market access while maintaining in-time risk controls, we help you manage risk exposure.

- **Minimise latency**

Drawing on our expertise as a FIX pioneer, we can help you develop the low-latency trading infrastructure you need to support algorithmic trading strategies.

## Spotlight on the **Hosted Ticker Plant**

**Capture and normalise market data on a single, fully-managed platform. Core components of the Hosted Ticker Plant include:**

- **Feed normalisation** – manages inbound feed connectivity and data content normalisation
- **Middleware platform** – offers distribution capability to multiple client applications over the MAMA and MAMDA APIs, utilising either ethernet based distribution or next-generation direct memory access

...cost effective,  
flexible trading  
infrastructure.

## Our solutions for **Broker-Dealers**

- HOSTED TRANSACTIONS HUB
- HOSTED TICKER PLANT
- GLOBAL CONNECTIVITY
- COLOCATION IN GLOBAL LIQUIDITY CENTRES
- FIX ORDER ROUTING
- MANAGED TRADING CONNECTIVITY
- INFRASTRUCTURE ON DEMAND
- ENTERPRISE SOFTWARE
- RISK MANAGEMENT GATEWAY

# Drive the market

Whether you specialise in long-term investments or short-term alpha, your goal is to make money for your clients. The volatility of today's markets makes that job more difficult, and drives the need to maintain a trading infrastructure that allows you to seize opportunities that create wealth.

**We help you meet this challenge by providing flexible solutions to capture data and find liquidity:**

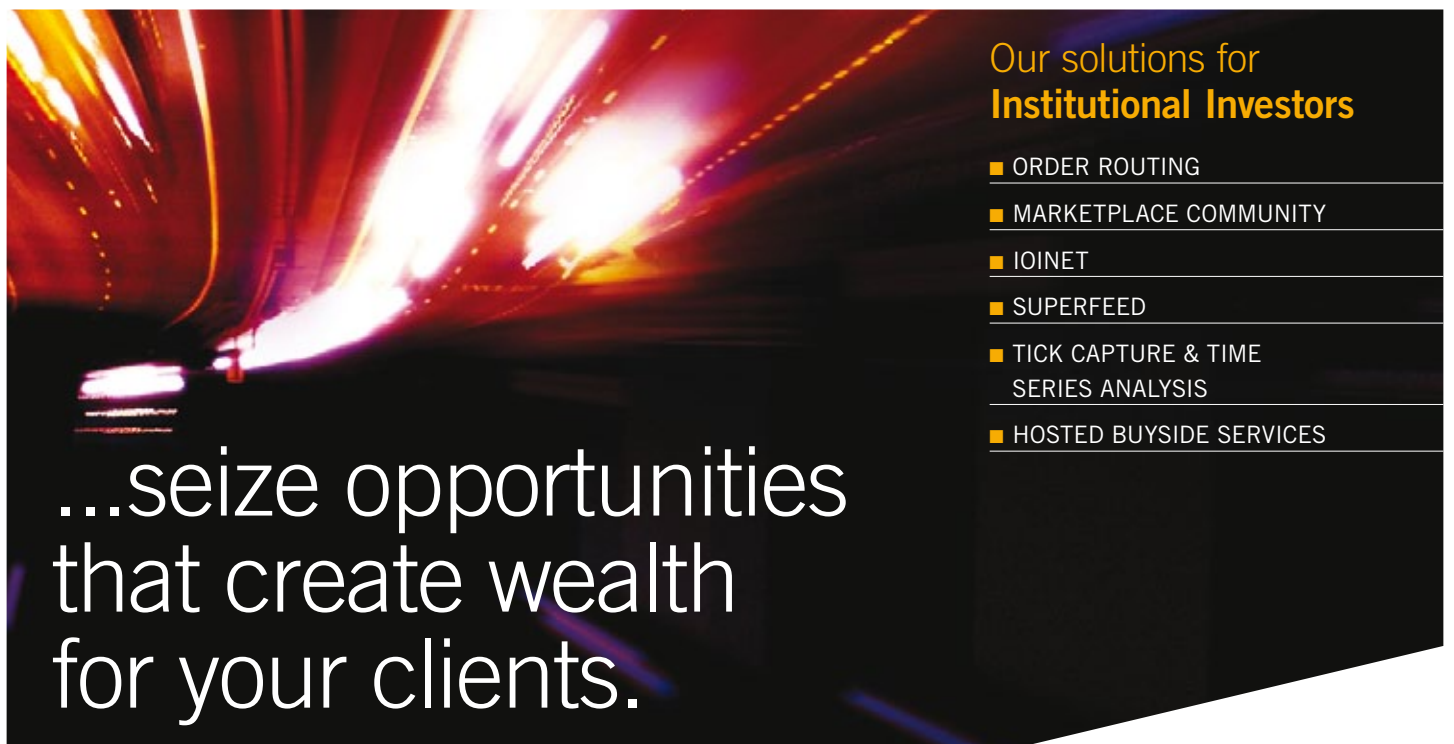
- **Connect to a global marketplace**  
We provide managed solutions that connect you to the global marketplace.
- **Find liquidity**  
With customisable services, we help you with the analytical power you need to execute large blocks... helping you find liquidity and spot trends.

- **Fuel your strategies**  
We provide a managed means of capturing the real-time market data you need from tick-to-tick, along with the historical data needed to formulate new trading strategies.
- **Maintain a cost effective infrastructure**  
We offer a customised systems to manage trade messages from end-to-end, and to host your trading applications.

## Spotlight on **Hosted Buyside Services**

**Hosted Buyside Services combine high-speed connectivity with state-of-the-art tools for transactions and liquidity discovery – rolled up in a customisable package. Core components include:**

- **FIX order routing** – gives institutional investors direct access to a community of global brokers and execution venues located within our global liquidity centres, as well as more entities that are connected to our SFTI network.
- **ioinet and more** – In addition, you can choose from a variety of powerful trading applications, liquidity discovery solutions, market data feeds and analytic tools to assist you in designing a combination that advances your trading strategy.



...seize opportunities  
that create wealth  
for your clients.

### Our solutions for **Institutional Investors**

- ORDER ROUTING
- MARKETPLACE COMMUNITY
- IOINET
- SUPERFEED
- TICK CAPTURE & TIME SERIES ANALYSIS
- HOSTED BUYSIDE SERVICES

# Build a better venue

Your ability to grow and prosper depends in part on careful planning and a smooth connection to the broadest trading community.

**We draw on our rich experience in building trading venues to offer you the guidance that will assist you in implementing your exchange strategies:**

- **Expand into new areas**

We give you the flexibility to support major asset classes with a cutting-edge matching engine that executes transactions.

- **Gain efficiencies of scale**

We provide a scalable trading suite with a set of powerful tools to enable transactions, publish data and provide access for your clients.

- **Establish new revenue streams**

Our products help support your strategies to turn your market-data distribution into a profit centre, capitalising on the enhanced value of data driven by the rise in algorithmic trading.

- **Respond to a changing regulatory landscape**

Whether you have plans for an MTF, ATS or crossing network, we can provide the expertise to help facilitate the best trading infrastructure solution for your firm, and help you to grow with the marketplace.

## Spotlight on **Hosted Markets**

With NYSE Technologies' Hosted Market solution, Multilateral Trading Facilities (MTFs), Alternative Trading Systems (ATS) and Inter-Dealer Brokers (IDBs) gain a technology partner with experience developing and maintaining exchange venues. **Core components include:**

- **Universal Trading Platform** – the same robust architecture used throughout the NYSE Euronext markets.
- **Global connectivity** – connect to the global trading community through SFTI® and the NYSE Technologies Marketplace.
- **Business services** – leverage our experience and unsurpassed reputation in market surveillance and market operations.

## Our solutions for **Market Operators**

- HOSTED MARKETS
- MARKET SOLUTIONS
- GLOBAL CONNECTIVITY
- DART DATA MANAGEMENT

...strategies to  
empower your vision.

# Contacts

## NYSE Technologies – connecting you to the world's capital markets communities

A division of NYSE Euronext (NYX), NYSE Technologies provides connectivity and transaction capabilities, data and infrastructure services, and managed solutions for a range of customers requiring next-generation performance and expertise for trading services.

NYSE Technologies offers a diverse array of products, services and solutions for: institutional investors, including order routing, liquidity discovery and access to a community of broker-dealers and execution destinations; broker-dealers and systematic traders, including high performance, end-to-end messaging software and innovative market data products delivered on a leading financial transaction network; and market operators, including multi-asset exchange platform services, managed services and consultancy.

With offices across the U.S., Europe, and Asia, NYSE Technologies offers advanced integrated solutions for the global capital markets community, earning the ability to power trading operations for many of the world's financial institutions and exchanges.

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