

Interactive Data Managed Solutions e-Newsletter

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Dear Readers,

It is our pleasure to provide you with the first edition of the Interactive Data Managed Solutions quarterly e-newsletter that is tailored for our North American clients. Although we have offices around the globe, our U.S. team wants to use this as a way to personally reach our clients as well as others who may be interested in our services. Since we are constantly updating our product scope based on client demands, we are proud to be able to showcase our content as well as provide details on some of the client sites we have built. Please enjoy the following newsletter and do not hesitate to contact us to learn more about how we can help you meet your business needs.

Sincerely,

Luan Cox
General Manager, Americas
Interactive Data Managed Solutions, LLC

What's New at Interactive Data Managed Solutions?

Showcase Site

We recently launched a demo site that serves as a space to show existing and potential clients the new and innovative products that Interactive Data Managed Solutions releases. It has been designed to look and act like a full portal site, giving clients a sense of what their sites can look like as well as demonstrating our tools in context. As new products are created or updated, they'll be included in the Showcase.

Quick Links

[More on Us](#)

[Request Info](#)

Conde Nast
Portfolio.com

Client Spotlight

This month, we feature Conde Nast Portfolio.com in our Client Spotlight.



Please contact us at 212-771-6522 for your personal demo account.

Managed Solutions Tools Now Available on Salesforce.com

Through its relationship with Interactive Data, salesforce.com can now provide its customers with access to delayed stock, fund and index quotes, technical charting, portfolio tracking, economic data, currency rates, corporate and treasury bond information, market screeners and more, all within one easy-to-use application. This can help financial advisors and wealth managers using Salesforce CRM applications to more efficiently monitor financial market activity and maintain individualized watch lists of securities for each of their account contacts, optimizing the service they provide their customers.

Financial professionals utilizing Salesforce can now choose from a library of highly targeted modules to customize their Salesforce home tab or dashboards, set up their preferred navigation structure, and integrate their customers' holdings with their contact profiles. Built using salesforce.com's on-demand platform, this offering is immediately available for test drive and deployment from the Financial Services category on the AppExchange at <http://www.salesforce.com/appexchange>.

Coming Soon!

We are in the process of building an **Advanced ETF (Exchange Traded Funds) Education Center** which will include unique visualization tools and calculators, among many other features. Look for it later this year!

Tech Talk: Raw Datafeeds

Clients Look for Flexibility

In every newsletter, we will provide commentary by an employee at Interactive Data Managed Solutions, the subject of which will change depending on the employee's specialty. In this edition, George Wang, the Manager of Professional Services, discusses the benefits of raw datafeeds.

At Interactive Data Managed Solutions, we are noticing that the firms we talk to are often more interested in using components of our service - including raw datafeeds - than in a fully hosted solution.

This isn't surprising, since financial institutions traditionally prefer to have full control over the content and applications they provide to their customers. However, since most managed solutions providers do not have proprietary rights to market data (but instead license from companies like Interactive Data Real-Time Services), that makes the delivery of data in any fashion other than a hosted solution difficult due to the multiple approvals these firms have to obtain.

But Interactive Data Managed Solutions takes a different approach. Since Interactive Data has already negotiated with the exchanges for the right to

redistribute their market data, data can be delivered in a variety of ways: via a hosted solution, JavaScript, XML, or even FTP. This offers clients tremendous flexibility in how they can build out their Web site. For instance, certain pages can be powered by a simple XML feed providing the latest quote data, while other pages can contain complex applications (such as portfolios) hosted by Managed Solutions.

The benefit of this flexibility extends beyond technical implementation to include cost-savings. That's because customers can have their IT department concentrate primarily on other internal projects, and simply allocate a few hours to integrate relevant information as defined by the business.

Client Spotlight



In this issue, we spotlight *Condé Nast Portfolio*, which became a client in March 2007. We speak with Scott Havens, the Director of Business Development for Digital Media at *Condé Nast Portfolio*.

About CondeNast Portfolio (Portfolio.com)

Portfolio.com provides access to the day's business news, critical insights, and a fresh perspective from an editorial staff that understands the business world. Launched in April 2007, Portfolio.com has quickly become a daily resource for business executives. Capturing the dynamic side of business news, the publication brings compelling stories to life through deep insights, engaging blogs and captivating multimedia.

Content Licensed from Managed Solutions

US stock, index, and futures quotes, charts, news, fundamental data, research and analysis data, economic indicators and consumer rates, among many other features.

Why did your company select our solution?

Scott Havens: "We selected Interactive Data Managed Solutions primarily because of the account team, the responsiveness to our RFP, the proposal itself and their reputation of building successful sites in the industry. The sales team got back to me quickly with a proposal that addressed our need to have the type of data we wanted to provide, but within a relatively fixed budget number. The Interactive Data team was able to meet that number and get us all the data we requested."

What has it allowed you to accomplish/achieve?

Scott Havens: "Frankly, we could not have launched without the

Interactive Data team, as they ended up building many of the modules that we included in the launch of Portfolio.com, which we initially did not expect them to have to build. Much of the core backbone of the site (public company/executive profiles/market data, etc.) is powered by Interactive Data, so to say they are one of our most important collaborators would not be an overstatement. An example would be that the development team modified and added new modules for our site on the weekend before launch, and maybe even launch weekend. It was above and beyond the call of duty. Since April's launch, we've seen traffic grow towards one million monthly unique visitors and Interactive Data played a key role."

Managed Solutions in the News

Cargill and Interactive Data Design New Web Portal for U.S. Grain Farmers and Operators



New Online Destination Unifies Comprehensive Agricultural Information and Sophisticated Tools to Help Cargill's Clients Make Data-Driven Decisions

Tuesday March 11, 9:00 am ET

NEW YORK--(BUSINESS WIRE) - Interactive Data Corporation (NYSE: IDC), a leading provider of financial market data, analytics and related services, today announced that its Managed Solutions business has worked with Cargill to design and customize a web portal that can deliver critical agricultural information to the more than 120,000 grain farmers and operators in the United States.

Cargill's new web portal, which is available at www.cargillag.com, features delayed stock and futures prices from multiple exchanges, historical and intraday grain price charting, information on current cash prices for grain, news providing insight into grain market movements, and zip code-based weather forecasts. The site includes proprietary data from Cargill, such as its cash grain data and specialized weather information, as well as access to third party technology, including mapping features that can help farmers easily find the nearest grain elevator.

"It had historically been time consuming for U.S. grain farmers and operators to obtain critical agricultural information, as they needed to review a mix of sources that included specialized terminals, and

information delivered via radio stations, fax or email," said Jeff Klock, product manager for technology marketing, Cargill. "With Cargill's new web portal, we have created a single destination that is designed to provide the comprehensive information and sophisticated tools that our clients need to make business and agricultural decisions throughout the day. We are very happy about our relationship with Interactive Data, and believe that their experience and innovative technology has enabled us to offer a web portal that helps support our company's objective of helping farmers prosper."

"We are very pleased to be working with Cargill to develop and design a unique online destination that offers a broad range of U.S. agricultural information and powerful tools," said Luan Cox, general manager of Interactive Data Managed Solutions (Americas). "Our work with Cargill demonstrates how Interactive Data can leverage our customizable technology and experience to integrate information, tools and applications from a variety of different sources into one, easy-to-use site that can help empower clients to make data-driven decisions."

About Cargill

Cargill is an international provider of food, agricultural and risk management products and services. With 158,000 employees in 66 countries, the company is committed to using its knowledge and experience to collaborate with customers to help them succeed.

Frequently Asked Questions

Can you customize your content to meet our site and business needs?

Yes. We have a design team that will create mock-ups and templates to match the look and feel of your Web site. Or if you prefer, we can work with your designers to help them build a site that meets your needs. Also, our various modules can be combined with each other to create a comprehensive market overview page or a wide array of various formations.

Can you work with our proprietary data?

Yes. We can aggregate a client's data, along with data from various sources and normalize it into a standard format. We can then display it on Web pages and provide the client with access to the data.

Can your applications work with our infrastructure?

Yes. Since we're hosting the data, we can work with any infrastructure. For clients who need secured connections (i.e. https), we can install security certificates on our server to prevent pop-ups. Leased lines are also available as another alternative.

How is the data delivered?

Our data is delivered via XML, Java, API, or in a hosted environment.

What products do you offer?

We have four product lines available:

[PrimePortal](#) - Customized, highly intuitive, content and applications for retail banks, insurance companies, asset managers, online brokers, medial portals, issuers and exchanges.

[PrimeTerminal](#) - Customizable financial terminals that are designed to optimize workflow processes of asset managers and financial advisors. A private investor edition is also available.

[PrimeDeveloper](#) - Development interfaces, training and consulting for programmers creating financial information systems on the Managed Solutions market data platform.

[PrimeContent](#) - Firms may access reference, analytical, and historical data, and statistical analysis via a variety of data file formats that can be tailored to individual customer requirements.

Have Questions? *Contact us!*

Demo Accounts and General Questions
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