

Prime Developer

Develop Advanced Financial Information Systems

Develop Financial Information Systems More Quickly and Easily

Designing new and complex financial information systems, enhancing existing systems, and ensuring their quick availability to internal and external users is now easier for banks, financial services firms and financial portals. PrimeDeveloper, the comprehensive services package for developers, is designed to allow IT departments to achieve high-quality results while saving on infrastructure investments and operational expenses.

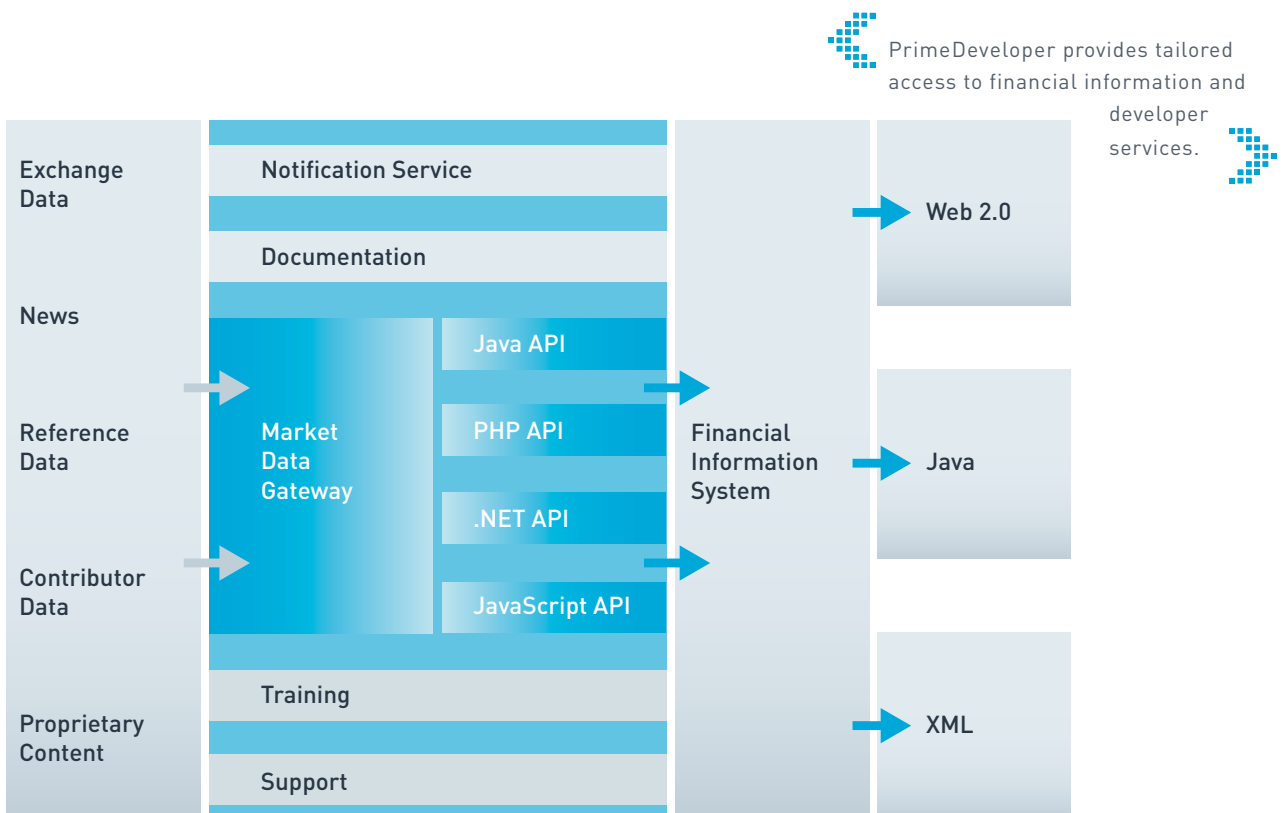
PrimeDeveloper is designed to enable easy access to international financial markets. The package comprises an array of services for developers including access to the Market Data Gateway – a technical platform which standardizes market data from various sources – for the use of pre-developed financial analytics, and additional services including consulting, training, and support. PrimeDeveloper offers companies functionalities and services to build a new application from scratch or to expand existing solutions.

The Market Data Gateway is designed to allow firms to obtain an individually customized range of financial market data from various sources. The information is delivered in the form of standardized financial data packages, called objects, which have been processed with programming logic methods to support search and ranking functions as well as session handling,

among other things. With this service, firms do not have to set up and operate their own technical infrastructure for integrating and processing data feeds. PrimeDeveloper also offers entitlement, permissioning and reporting services.

PrimeDeveloper customers can access the Market Data Gateway via Application Programming Interfaces (APIs) for the PHP, Java, JavaScript, and .NET programming languages.

PrimeDeveloper frees up IT department resources by allowing firms to offload time-consuming tasks so they can concentrate on areas where they can add greater value. PrimeDeveloper also provides benefits to market data departments by giving them greater control over data dissemination.



Market Data Gateway – The core of financial information systems

PrimeDeveloper clients utilize the Market Data Gateway, the open market data platform from Interactive DataSM. The powerful, standardized platform imports and processes a wide range of international financial market information from various suppliers and streams the data to your firm's individual Internet or intranet systems.

The platform is designed to perform four main functions:

- Data import and storage
- Data supply and caching in various databases
- Data streaming: automatic (push) or on demand (pull)
- Push/pull data availability via application programming interfaces

The Market Data Gateway processes 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 raw data are harmonized in a coherent semantic data model and enhanced with programming logic methods, designed to support search and ranking functions, for example. The information can be obtained in real time, delayed or end-of-day data.

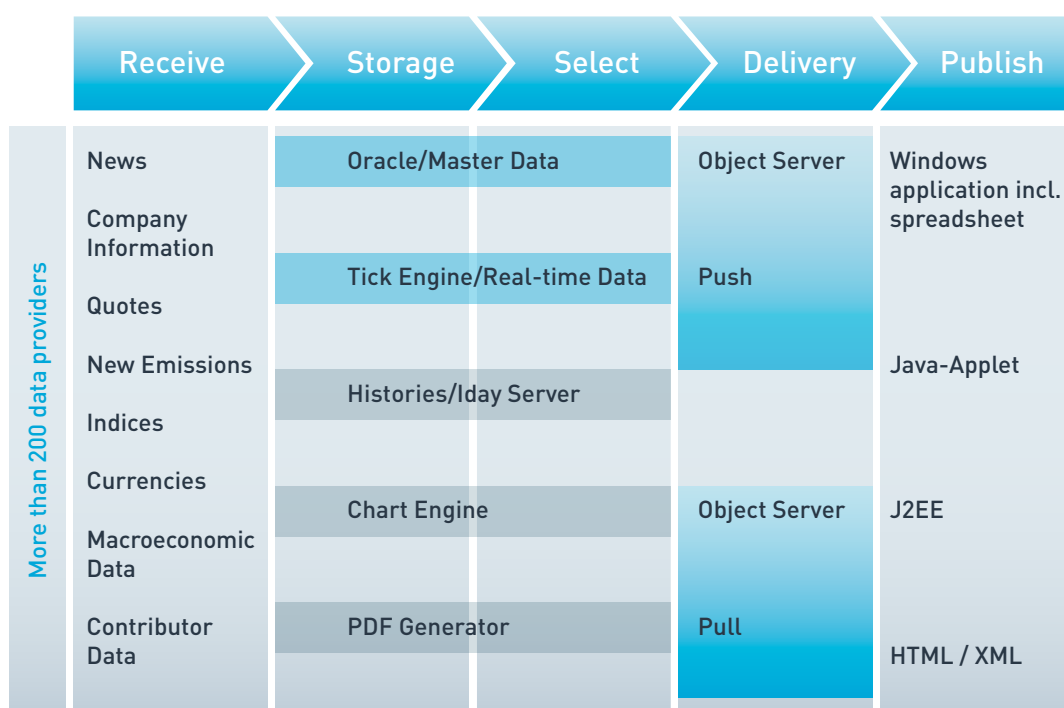
Your firm's own data, such as information about proprietary products, can also be made available via the Market Data Gateway. In addition, the Market Data Gateway can store historic data for firms on securities and investment products.

The data can be retrieved in the form of standardized objects via the API and integrated into your firm's solution. A wide range of access authorization options lets you assign access rights on an individual basis, so that selected data can be accessed by defined user groups.

If you use PrimeDeveloper to create a solution for your firm, you can integrate customized data objects yourself. The Market Data Gateway is also designed to help you add market information to an already deployed application – or you can obtain a complete application from Interactive Data.



The Market Data Gateway is based on a five-layer architecture: Powerful servers perform tasks like data backup, long-term storage and distribution of historical and real-time market data.



Intelligent Financial Data Objects and Access Rights

Objects – Standardized Financial Data Packages

PrimeDeveloper supplies financial market data in the form of so-called “objects.” Each object groups a set of logically associated data fields. The Market Data Gateway is designed to harmonize financial information that comes in as raw data feeds, and enhance it with additional information, such as ratings, and programming logic methods, enriching the financial data objects with intelligent search, ranking, and alerting functions. Depending on the parameter settings, each object can produce different results, which facilitates the rapid and simplified creation of customized charts and graphs.

Among other benefits, the harmonization of different formats and protocols can make it easier to switch data suppliers. The data may be available in many languages for firms’ international websites and applications.

Developers can use objects quickly and conveniently. They are delivered via public Internet, VPN tunnel, or leased line and allow the integration of existing databases.

Customized Access Rights

The Market Data Gateway is designed to allow firms to precisely define their financial information requirements. This flexibility is enabled by a wide range of access authorization options. For example, a firm can specify whether it wants to obtain quotes for various security classes from one or several quote suppliers, and whether the data should be delivered in real time, delayed or end-of-day. Designed to ensure that the specified parameters are automatically applied when data objects are queried, the database contains a precisely defined profile – called “permissions.” This profile is based on a firm’s agreements with its data suppliers or on the agreements between Interactive Data Managed Solutions and the respective data suppliers.



Objects can increase flexibility: Depending on parameter setting, each object can produce different results. This can allow faster and easier customization.



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Services for Developers

PrimeDeveloper also offers customized consulting, training and support services provided by a dedicated Developer Services Team, which includes:

- Feasibility analysis
- Standardized test accounts with free support packages
- Documentations
- Mandatory and optional training programs on using the Market Data Gateway and APIs, including certification
- User manuals and quick-start instructions on utilizing the APIs
- On-site coaching
- Regular information service on topics relevant to the Market Data Gateway

Fast and Easy Financial Information System Development

The IT departments of numerous financial institutions and media portals are using PrimeDeveloper to create sophisticated applications while saving costs and time. These customers benefit from:

- Access to a wide range of international financial market data
- Access to data and programming logic methods (objects)
- Use of analytics on the Market Data Gateway
- Fast roll-outs of new applications or application modules
- Optimized resource, infrastructure, and maintenance expenditures
- Comprehensive service package for developers
- Wide selection of APIs, training programs, and support services
- Data permissioning and entitlement down to the individual user level



Contact us today to learn more about developing sophisticated financial information systems with PrimeDeveloper.

About Interactive Data Corporation

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.

For more information, please visit www.interactivedata.com.

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