

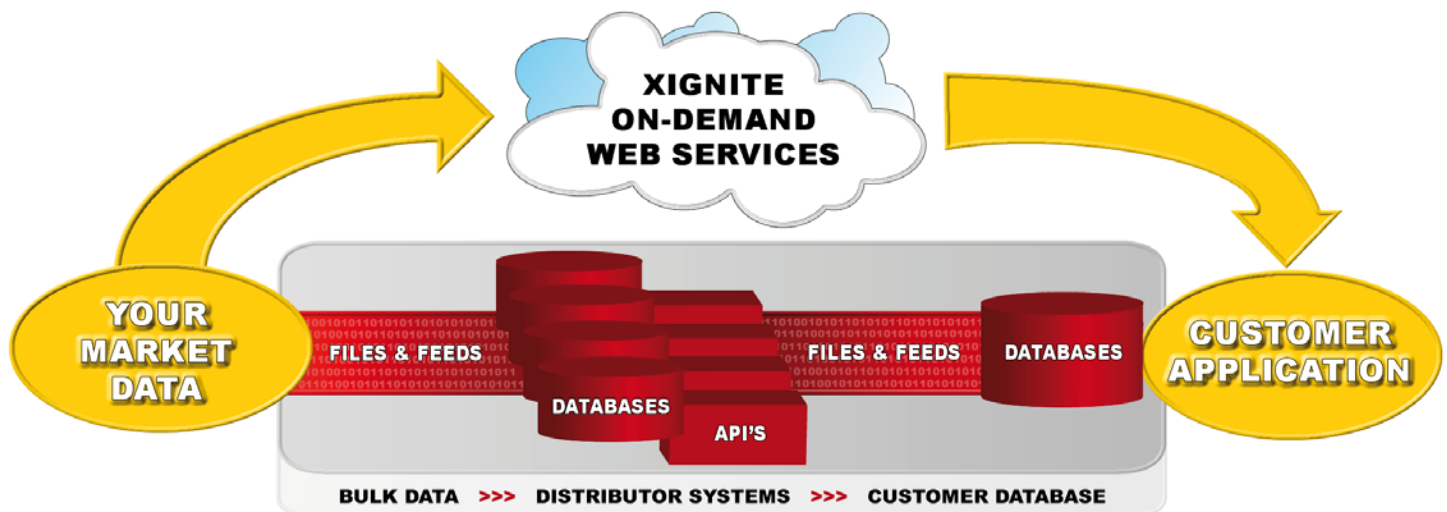
XigniteOnDemand™



On-Demand Market Data Distribution Solution

Accelerate Your Business by Delivering Data On-Demand

Whether you are an exchange, a multilateral trading facility, a broker, or an original data vendor, data is the fuel that drives your business. Further monetizing your data is challenging because existing distribution channels only reach the largest and most technically sophisticated customers. In addition, they can derail strategic initiatives and delay time-to-market for new products. With the XigniteOnDemand market data distribution platform, you can dramatically simplify and expand access to your data by delivering it on-demand over the Web, making it easy for your customers to try, buy and use your data to power the critical financial applications they need to do business with you.



Direct on-demand distribution eliminates the need for bulk data, additional distributors and customer databases, opening new markets, shrinking time-to-market and increasing transparency.

Reach New Markets and Drive New Revenue

XigniteOnDemand creates new markets for your data by dramatically lowering barriers to access. Many customers who would benefit from your data today simply do not buy it, because they cannot afford the infrastructure investment or they do not have the technical resources required to manage existing data feeds. By combining on-demand delivery with simple pay-as-you-go subscription pricing, XigniteOnDemand eliminates the up-front costs and risks that are keeping your prospects away and impeding your growth.

Reduce Time-To-Market for New Products

Bulk data delivery through terminals and data vendors maximizes efficiency for large applications, but can make it frustratingly difficult to launch new products when those vendors have other priorities. Direct on-demand distribution provides the perfect complement to your current distribution channels by shrinking your time-to-market to zero and dramatically lowering the barriers to adoption for your customers. You can give new products the launch support they need to gain traction in the market and drive immediate demand and revenue.

Increase Market Transparency

The financial crisis has led regulators, professionals and investors to demand increased transparency from exchanges and vendors. The complexity and costs of legacy distribution platforms hinder your ability to deliver such transparency swiftly and openly. This situation can create unbearable risks for your firm. XigniteOnDemand makes your data available in minutes to everyone in the world right from your website. High technical transparency immediately translates into credible business transparency.

A Complete Turnkey Solution

XigniteOnDemand leverages the Internet to remove the barriers that prevent your data business from reaching its full market potential. It begins with industry standard Web services technology, but it can extend all the way to how your customers find, try and buy your data over the Web. XigniteOnDemand provides a flexible, comprehensive solution by combining our proven Web services data distribution platform with a wide selection of optional products and managed services for effectively selling your data, supporting your customers and engaging your developer community online.



XigniteOnDemand provides a turnkey solution for distributing, supporting and selling your market data over the Web.

Since 2003, Xignite has set the standard on how market data should be marketed, sold and distributed over the Web. Our technology has successfully delivered billions of web service requests to hundreds of clients around the world. From the inception, we designed our platform as a multi-tenant system with the vision of sharing the benefits of on-demand market data distribution with other like-minded organizations. No other alternative offers the combination of financial market data expertise and Web distribution technology as XigniteOnDemand.

Key Features

XigniteOnDemand is a comprehensive solution that handles all of your requirements out-of-the-box:

- **Custom Web Services.** Design and deploy the best web services for your data and target markets
- **Data Source Integration.** Handle any inbound formats, from direct feeds to files or snapshots API
- **Inbound Scalability.** Process more than 100,000 inbound transactions per second
- **Elastic Computing.** Deliver unlimited outbound scalability through Amazon EC2-powered services
- **Multiple Asset Classes.** Handle equities, funds, forex, OTC, fixed income, derivatives and more
- **Multiple Update Frequencies.** Deliver data real-time, delayed, end-of-day, historical or tick-by-tick
- **Reference Data.** Provide the reference data needed to support and complement transactional data
- **Multi-Level Authentication.** Offer many ways for clients to authenticate their requests
- **Granular Entitlements.** Control data access as granularly as your business demands
- **Flexible Subscription Models.** Tailor subscription models to your unique markets and needs
- **Flexible Billing.** Support multiple billing cycles and payment methods
- **Built-In Marketing.** Drive traffic and revenue through built-in Search Engine Optimization (SEO)
- **Online-Shopping.** Manage all aspects of online purchases from credit cards to upgrades
- **Free Trials.** Customize and manage trials and demos for each of your data services
- **Fault Tolerance.** Guarantee 99.9% availability to your clients and offer custom SLAs
- **Online Support.** Offer 24x7 email, online, phone, and Instant Messaging (IM) support
- **Community.** Provide wikis, blogs, forums, and other community-building tools
- **Integrated Notifications.** Alert clients in real-time of any issues with your services
- **Excel Integration.** Deliver simple drag and drop data integration into Microsoft Excel™
- **Monitoring and Reporting.** Get comprehensive reports on all aspects of your solution

About Xignite Inc.

Xignite is the leading cloud services provider of on-demand, global financial market data and application components. The Xignite financial Web services and mash-up platform helps companies build smarter websites and software applications in minutes with zero investment and cost-effective, subscription pricing. Xignite solutions power mission-critical applications and financial websites for more than 500 global clients and can help you do the same for your clients.

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