

## **Ruffer drives operational efficiency with Fidessa's Buy-side Workstation**

London, 6<sup>th</sup> September 2011 – Fidessa group plc (LSE: FDSA), provider of high-performance trading, investment management and information solutions for the world's financial community, has today announced that Ruffer LLP, the London-based investment management company with £12bn assets under management, has gone live with its Buy-side Workstation for execution management. Fidessa's Buy-side Workstation is an out-of-the-box solution with powerful trading functionality that gives greater control of the execution process and provides instant access to cross-asset DMA tools, algorithms and program trading. Delivered as a Software as a Service (SaaS) broker-neutral platform, the Buy-side Workstation is supplied with market data and trading integration via the Fidessa network. The network provides low-latency FIX connectivity between 2,650 buy-sides and 650 brokers across 160 global markets.

"As a growing company we periodically review our systems", said Guy Shirley, Business Projects Manager at Ruffer. "We were aware that Fidessa's system is widely used by both buy-side and sell-side firms. The Buy-side Workstation, combined with the strength of Fidessa's network, has provided us with a single point of access to our equity broker community. The scalability of Fidessa's solution means we can continue to grow our business without compromising high quality service."

Central to the success of the project was the establishment of a FIX interface between Fidessa and Ruffer's investment and order management solution which is provided by Pulse Software Systems. Fidessa worked closely with Pulse and Ruffer to establish the FIX interface successfully, enabling straight-through processing of orders.

"We were impressed with the thorough and proactive approach of Fidessa's implementation team which delivered an impressive speed to market for us", confirmed Shirley.

Russell Thornton, Global Head of Buy-side Workstation Solutions at Fidessa added: "The success with Ruffer is further affirmation of the quality and flexibility of our Buy-side Workstation. Users benefit from increased efficiency, risk reduction and heightened trading performance with negligible disruption during the very brief product implementation. This continues to be one of our key differentiators from other buy-side vendors. "

– ends –

#### **About Ruffer LLP**

Started in 1994, Ruffer provides a discretionary portfolio management service for private clients, charities and pension funds. It also manages a range of OEIC funds, the CF Ruffer Investment Funds. Ruffer is an absolute return manager; it invests with the objective of protecting and growing its clients' capital by generating consistent positive returns, rather than with reference to any particular index or benchmark. Total assets managed by the firm now exceed £12.3 billion. Ruffer currently has a total staff of 148.

Ruffer LLP is authorised and regulated by the Financial Services Authority. Further information about the firm can be found at: [www.ruffer.co.uk](http://www.ruffer.co.uk).

#### **About Fidessa group**

Exceptional trading, investment and information solutions for the world's financial community.

New technology, new regulation, new challenges: making money in today's financial markets is all about staying ahead of the curve. Having the capability to spot new trends and act fast turns change into opportunity. That's why 85% of the world's premier financial institutions trust Fidessa to provide them with their multi-asset trading and investment infrastructure, their market data and analysis, and their decision making and workflow technology. It's also why \$10 trillion worth of transactions flow across our global network each year. Because we're the market leader, we can also offer unique access to the world's largest and most valuable trading community of buy-side and sell-side professionals, from global institutions and investment banks to boutique brokers and niche hedge funds.

Fidessa is a global business with scale, resilience, ambition and expertise. We've delivered around 30% compound growth since our stock market listing in 1997 and we're recognised as the thought leader in our space. We set the benchmark with our unrivalled set of mission-critical products and services and, uniquely, serve both the buy-side and sell-side communities. Ongoing investment in our leading-edge, integrated solutions ensures Fidessa remains the industry's number one choice.

[fidessa.com](http://fidessa.com)

Fidessa<sup>®</sup> is a registered trademark of Fidessa group plc.

All product and company names herein may be trademarks of their registered owners.