

Fidessa launches FIX Portal

Seamlessly integrates, controls and monitors electronic flow across all FIX applications and destinations

1st November 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 the launch of its new FIX Portal connectivity service. The Fidessa FIX Portal enables users to integrate, control and monitor all FIX messages and connectivity points across multiple trading applications and destinations in an efficient and cost-effective manner.

The Fidessa FIX Portal is a new connectivity service that utilises a fully hosted, high performance FIX engine and a user-friendly web interface to offer real-time message monitoring, customisation and rule-based routing. It provides buy-side and sell-side firms with the building blocks to create their own private networking solution and enables them to integrate any FIX-compliant system with that network. At the same time, it offers full integration with Fidessa's own global trading network, a worldwide community of 2,700 buy-sides and 650 brokers that supports order flow in excess of US\$10 trillion per year across 160 global markets.

Sang Lee, Co-Founder and Managing Partner of Aite Group, said of Fidessa's FIX Portal: "Continuing global adoption of electronic trading, coupled with increasing regulatory uncertainties and volatile market conditions, have put a tremendous amount of infrastructure and cost pressure on leading brokers and asset managers. The introduction of an end-to-end, application-neutral connectivity service that is designed to enhance monitoring and performance, while improving transparency in the messaging infrastructure, will go a long way to alleviate some of these pressures so that firms can focus on delivering on their core business."

Fidessa's FIX Portal comprises three major service modules:

- **Network monitoring** - Real-time session and message control of all private and external network connections, with a comprehensive set of query tools for monitoring current and historic messages and corresponding audit trails;
- **Message management** - A suite of message management and rule-based routing tools that facilitate the integration of inbound and outbound connectivity with any trading applications or global FIX destinations;

- **Private networking** - A service module that allows users to build and maintain their own private network environment and supports direct, point-to-point, low-latency connectivity requirements.

Darren Newby, Connectivity Marketing Manager at Fidessa, said: "In today's fast-paced and constantly changing trading environment, trading desks face increased pressure to capture and optimise increasing volumes of electronic order flow, while maintaining strict control over their costs. They require dependable solutions that can be trusted to support all their trading activity without any loss of performance. The Fidessa FIX Portal service has been developed to address these specific challenges, and offer our clients a truly comprehensive 'one-stop' connectivity service that combines exceptional control and flexibility with all the cost benefits associated with a hosted solution."

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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.

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