



PRESS RELEASE

Fidessa launches LatentZero as a Service

SaaS delivery of buy-side front office solutions offers significantly reduced total cost of ownership

London, 2nd November, 2009: Fidessa group plc (LSE:FDSA), the leading provider of multi-asset class trading, portfolio analysis, compliance, market data and connectivity solutions for the buy-side and the sell-side globally, has announced the launch of *LatentZero as a Service*, its fully managed service for the buy-side front office.

LatentZero as a Service represents a unique proposition for the buy-side. It goes beyond standard hosted or ASP products by providing a fully managed end-to-end service, and enables asset managers of all sizes to access the best available products for compliance, order and execution management and decision support across all asset classes, with substantial reductions in the total cost of ownership. The SaaS model improves customer return on investment, as the implementation is quick, low risk, and at a lower and fixed cost.

Fidessa LatentZero provides day-to-day operations, data management and support services, enabling all customers to achieve the same Best Practice workflows, operational control, quality and efficiencies as the leading and traditionally larger firms in the industry. Until now, firm size and lack of IT infrastructure have been barriers to investing in comprehensive front office and compliance systems.

A monthly fee provides access to *LatentZero as a Service*, which covers full infrastructure management, encompassing hardware, software, hosting, market connectivity, training and upgrades, all underpinned by rigorous SLAs. The service also includes pre-built regulatory compliance rules for global markets, comprehensive market connectivity to over 400 brokers and ATs and integration with customers' back office systems. The service is delivered from dedicated and wholly owned hardware located in Fidessa's eight data centres in North America, Europe, Asia and Japan. These fully hardened 24/7 data centres are the result of 10 years of significant investment by Fidessa, and provide mission critical solutions to many of the largest financial services firms in the world.

Richard Jones, CEO of Fidessa LatentZero explains: "The Software as a Service model will become the dominant model for delivery of front office solutions to the buy-side over the next few years. We have already experienced this with the sell-

side area of our business where over 90% of our customers use SaaS for Fidessa's trading platforms."

Jones continues: "With the industry seeking out the most advanced functionality and technology delivered in the most cost effective way, we believe that this fully managed service delivery model will be attractive to a wide range of asset managers. We think it will be particularly compelling for smaller buy-side firms, firms operating in emerging markets, and for larger firms that are specifically looking to reduce their total cost of ownership. With *LatentZero as a Service*, firms can outsource the running of their front office technology to the company who designed and built it, freeing them to concentrate on their core business."

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About Fidessa group

Fidessa group is the leading supplier of multi-asset trading, portfolio analysis, decision support, compliance, market data and connectivity solutions for firms involved in trading the world's financial markets. **Fidessa's** products and services are built on the simple vision of making it easier to buy, sell and own financial assets of all types on a global basis.

PEDIGREE

A dynamic, growing company with a proven track record, **Fidessa** is recognised as the thought leader in the marketplace, with an unrivalled set of products and services which set the benchmark for this industry and, uniquely, serve both the buy-side and sell-side communities globally.

EXPERIENCED

With 28 years' experience delivering powerful, resilient, mission-critical systems, **Fidessa** develops all its products itself from the ground up, investing heavily in their continual evolution. The resulting leading-edge, truly integrated solutions have established **Fidessa** as the industry's number one choice, and are used by over 85% of tier-one, global financial institutions.

SCALE

Headquartered in London and with regional operations across Europe, North America, Asia, and the Middle East, **Fidessa** supports over 24,000 users across 730 clients, serving a broad spectrum of customers from major investment banks and asset managers through to specialist niche brokers and hedge funds.

ESTABLISHED

Fidessa group is listed on the London Stock Exchange (symbol FDSA) and is a FTSE 250 company. **Fidessa** has a turnover of around £200m, has delivered 30% compound growth since its 1997 listing and now employs 1,400 people globally.

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