

## **PRESS RELEASE**

### **Fidessa LatentZero appoints director of global client services**

London – 4<sup>th</sup> November 2008 - Fidessa LatentZero, one of the world's leading providers of front-office software to the buy-side, has today announced the appointment of Ian Cox to the newly created position of director of global client services. Ian will take global responsibility for Fidessa LatentZero client management and professional services, reporting to Fidessa LatentZero's founder and CEO, Richard Jones. Ian was previously head of account management at parent company, Fidessa, who acquired Fidessa LatentZero in April 2007.

"The Fidessa LatentZero business has reached an exciting point of maturity with an extensive blue-chip client base across all the regions." says Ian. "In order to move to the next stage of growth we must work closely with our clients as collaborative partners, listening to their needs, understanding their drivers and supporting them in the development of their own business opportunities. This will involve extending the existing service model to more diligently service those needs against a backdrop of unprecedented industry change."

"Being part of the Fidessa group is also an important factor in the development of the client service model, allowing us to harness the framework and culture of client focus that has been integral to Fidessa's operating model, and incorporate that into Fidessa LatentZero. I am hugely excited about the opportunities this opens up."

Richard Jones commented: "I am delighted to be making this announcement, which is a fundamental part of the next phase of our business growth. Ian will be pushing through some of the major strategic client-facing initiatives and objectives central to our plans for the future, and we are excited about what his experience and vision for Fidessa LatentZero will create for us."

Ian brings to the role a wealth of experience in client management, and a depth of understanding of the Fidessa group. He has been with the company for 12 years, during which time he has been involved in a number of key stages in its development both in Europe and North America. Ian was integral to the establishment of the Fidessa US business in New York and then ran the professional services function in North America. Most recently, he was responsible for Fidessa account management in Europe.

- ends -

---

## **About Fidessa group**

Fidessa group is a world-leading supplier of multi-asset trading, portfolio analysis, decision support, investment compliance, market data and global connectivity solutions for both the buy-side and sell-side globally. Available as a simple workstation or as an integrated application suite, the Fidessa and Fidessa LatentZero products are built on the clear vision of providing the richest functionality, coverage and distribution to the financial markets community.

The Fidessa suite is used by 85% of tier-one, global equity brokers providing sophisticated multi-asset trading, market data, order management and execution capabilities to all tiers of the sell-side.

The Fidessa LatentZero suite is used by the world's largest asset management firms through to smaller specialist managers and hedge funds, and provides comprehensive portfolio analysis, real-time P&L, what-if analysis, investment compliance, order and execution management, and post trade processing tools, across all asset classes, to all tiers of the buy-side.

Fidessa's global network carries over 130 million messages a month covering DMA, Care and Algorithmic orders, Indications of Interest and FIX Allocations between over 1,800 buy-sides and 310 brokers across 100 markets worldwide.

Head-quartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris, Toronto and San Francisco, Fidessa group serves 22,000 users across 600 clients globally. Fidessa group was founded in 1981, has revenues of around US\$350m, employs over 1,200 people and has been fully listed (LSE:FDSA) since 1997.

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

[www.latentzero.com](http://www.latentzero.com)

### **For further information, please contact:**

Melanie Smith

Fidessa LatentZero

+44 (0) 20 7462 4232

[melanie.smith@latentzero.com](mailto:melanie.smith@latentzero.com)

Alastair Turner

Aspectus PR (PR Agency)

+44 (0) 20 7487 8443

[alastair@aspectuspr.co.uk](mailto:alastair@aspectuspr.co.uk)

Fidessa® is a registered trademark of Fidessa Group plc

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