

# PRESS RELEASE



for immediate release

## **Fidessa unveils its Intelligent Liquidity Access strategy for the US**

New York, 16 June, 2008 - Fidessa group plc (LSE:FDSA), provider of trading systems, market data and global connectivity today announced its Intelligent Liquidity Access strategy for the US. This strategy is aimed at both buy-side and sell-side participants, providing them with a full suite of intelligent trading tools including Fidessa's Direct Liquidity Access and Direct Strategy Access solutions.

### **Direct Liquidity Access (DLA)**

Fidessa's DLA offering allows brokers to provide a fully-hosted, sponsored liquidity access solution to their buy-side and sell-side clients enabling them to meet the challenges of an increasingly fragmented market place. DLA facilitates low-latency trading across a broad range of venues by providing direct access to ECNs, ATSS and Dark Pools as well as to the more established exchanges. Brokers using DLA will be able to benefit from a fully integrated compliance and client risk management platform which allows them to monitor and manage real-time risk at a user, client, exchange, position or cost level.

#### DLA Highlights:

- Ultra low-latency market access to all major US venues
- Dark pool and third-party algorithm access
- Real-time risk management
- Real-time consideration controls and oversight
- Pre & post trade compliance and reporting

## **Direct Strategy Access (DSA)**

The Fidessa DSA offering allows brokers using its BlueBox algorithmic trading engine to open up their own bespoke trading algorithms to their buy-side and sell-side clients, enabling them to control and trade through these algorithms directly themselves. Access to these algorithms can be provided not only through Fidessa's buy-side and sell-side products, but also through a wide range of third-party solutions. Brokers can control the algorithms and parameters exposed to their customers as well as monitor risk management and performance in real-time.

### DSA Highlights:

- Easy deployment of algorithms to Fidessa, Fidessa LatentZero or third-party applications
- Broker controlled algorithms and parameter definitions for customer view
- Risk management and performance monitoring tools

Martin Hakker, EVP Marketing at Fidessa, comments: "With the addition of these new services, we are now offering the most complete set of intelligent trading tools to the marketplace. Along with Fidessa BlueBox, DLA and DSA are fully integrated into the Fidessa trading platform and allow us to act as a one-stop-shop satisfying all our clients' high-, low- and no-touch trading requirements. Leveraging Fidessa's high performance trading architecture, these services provide brokers with a proven, reliable and cost effective solution that enables them to offer sophisticated trading services to their own clients without the need to develop the technology themselves."

Fidessa supports over 22,00 users at around 520 clients around the world, is used by 9 out of the 10 of the world's largest asset managers and serves over 85% of global, tier-one equity brokers.

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## **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** product suites 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 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 95 million messages a month covering DMA, Care and Algorithmic orders, Indications of Interest and FIX Allocations between around 1,500 buy-sides and 255 brokers across 92 exchanges worldwide.

Head-quartered in London and with offices in New York, Boston, Tokyo, Hong Kong, Paris, Toronto and San Francisco, **Fidessa group** serves around 22,000 users across 520 clients globally. **Fidessa group** was founded in 1981, has revenues of \$270m, employs over 1,100 people and has been fully listed (LSE:FDSA) since 1997.

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

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

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