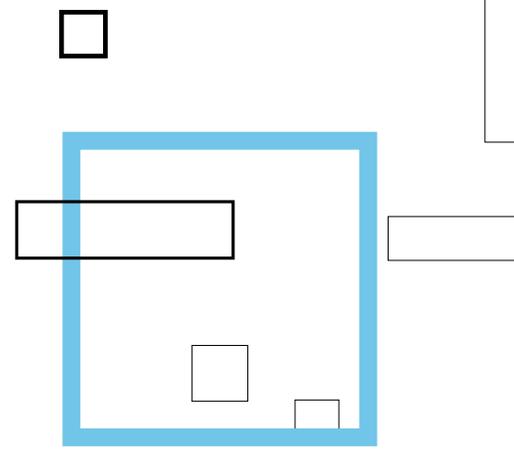




Using the ICE Consolidated Feed in Combination with ICE DataVault On-Demand Bars to Power a Premier Electronic Trading Platform

Case Study



Summary

A broker-neutral electronic trading provider whose application provides users with access to global market data, news, charts and analytics, engaged with ICE to integrate the ICE Consolidated Feed and the ICE DataVault On-Demand Bars solution.

1. About the Client

As a provider of Order Execution Management Systems, the client's holistic market data requirements included a wide range of use cases including content integration for display purposes, creation of derived data and analytics, servicing algorithmic trading applications and allowing programmatic redistribution to downstream customers.

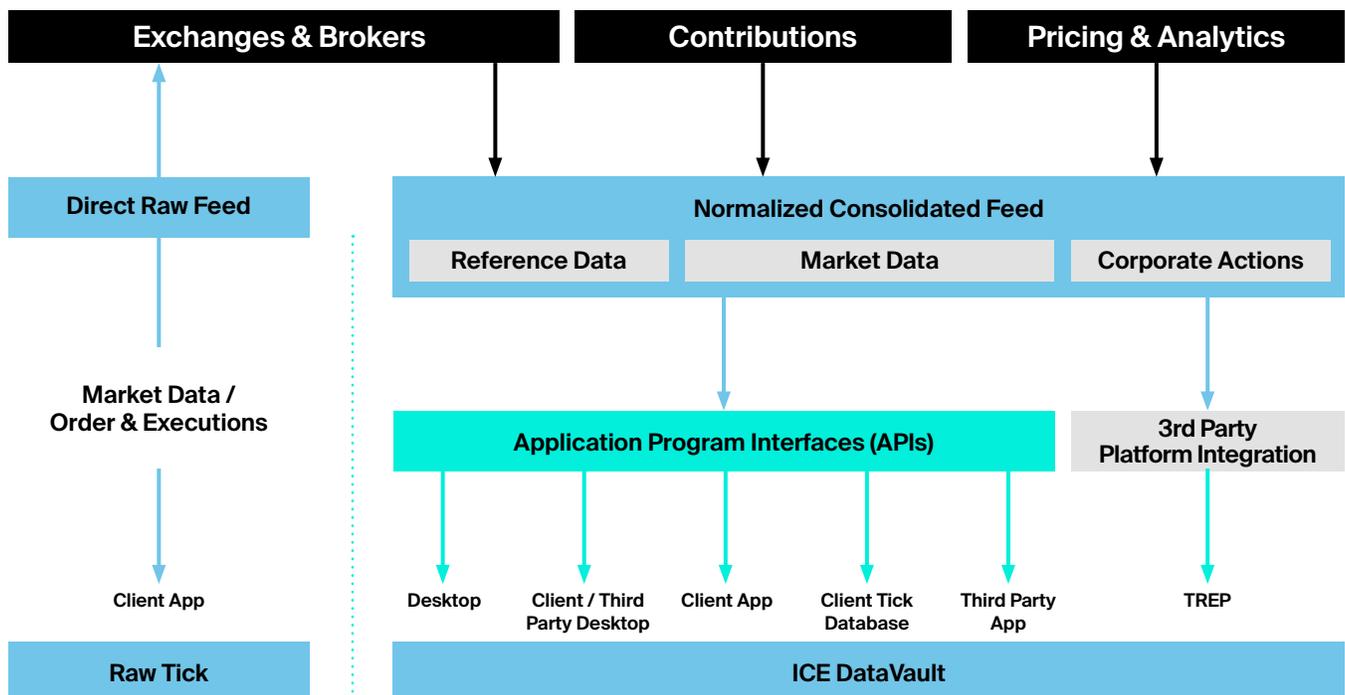
2. The Challenge

This electronic trading solutions provider was looking to collaborate with a single market data vendor, consolidating from multiple incumbent content suppliers. The chosen vendor was expected to prove its operational and technological expertise and capabilities to deliver a significant volume of low-latency, business critical market data reliably from global venues across all asset classes into resilient access points spanning three geographies, both in real time and historically on-demand. They also required the vendor to demonstrate proficiency in exchange relations support to help determine the appropriate third-party licensing conditions to meet the client's broad redistribution requirements. Finally, this client demanded a clear, concise and transparent commercial structure to govern a complex solution set.

3. The ICE Solution

- The ICE Consolidated Feed, aggregating low latency, streaming content from 600+ sources, and ICE DataVault On-Demand Bars, providing historical bar data across the same content set, were used in conjunction to provide a holistic pricing, analytics and charting experience.
- ICE DataVault's On-Demand bars is an HTTP based API solution that allows access to open, high, low, close historical aggregated bar data on an end-of-day and intraday basis. Coverage spans hundreds of exchanges, multiple asset classes, with up to 30+ years of history.
- ICE Data Services implemented the services using its ICE Global Network, which is designed to offer high-quality content, delivery and execution services through an ultra-secure, highly resilient network. If and when required, to help support the client's current or future infrastructure roadmap, connectivity can be extended from on-premise delivery to an application instance operated from any major cloud provider via ICE Cloud Connect.
- Expertise and experience licensing data for broad redistribution purposes was an important factor, with a dedicated team of Data Governance and Control specialists working diligently with the client to navigate the appropriate agreements for all data types and use cases.
- The client took advantage of ICE's 24/7 global support and expertise, including a dedicated Technical Account Manager and access to subject matter experts, while partnering when needed with the product group to deliver mutually beneficial enhancements in an accelerated fashion.

Solution Architecture



4. The Results

- **A single vendor solution and alliance** - Working closely together, the client and ICE managed to align and agree on the overall objectives, both current and future, to feel confident about the long-term prospect of the alliance.
- **Simplified relationship management** - Using ICE as an end-to-end vendor, with accountable parties for all aspects of the solution.
- **Improved functionality** - New requirements and use cases as identified by the client over time are assessed on a case-by-case basis on viability, feasibility and merit and rolled out accordingly to ensure the solution continues to evolve and provides value-add to the end user and ICE.
- **Reduced TCO** - The overhead of supporting various vendor relationships and commercials, interfaces and data models has disappeared.
- **Cost transparency** - A significantly simplified commercial model allows for full cost transparency and ensures future cost predictability as usage is increased over time.

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