



# First Derivatives Data Management Consulting Overview



### Contents

- Company Overview & Differentiators
- Data Management Consulting
- Why FD Data Management Consulting?
- Experience, Expertise & Success
- Data Management Scope
- Data Management Thought Leadership



## Company Overview

- **History:** Founded 1996 as a capital markets consultancy and software product company
- **Track record:** Our first client is still a client and we have been consistently profitable since inception
- **Public Offerings:** LSE (AIM) April 2002 and Dublin IEX June 2007
- **Headquarters:** Newry, Northern Ireland
- **Size:** 450 + employees, 200 Capital Markets Consulting
- **Global Presence:** Consultants at 20 client locations in Europe, North America and Asia
- **Offices:**
  - North America: New York, Toronto
  - Europe: London, Dublin, Belfast
  - Asia: Sydney, Adelaide
- **Growth:** Strong organic growth and through strategic acquisitions:
  - LakeFront Data Ventures – August 2010
  - Cognotec, - February 2010
  - KX Systems (20%) - October 2009
  - Reference Data Factory – October 2009
  - Hologram – April 2009

## Key Facts & Differentiators

- **Focus:** Exclusive focus on delivering professional services and software in Global Capital Markets
- **Customer Oriented:** Much of our growth results from repeat business based on expertise and quality work
- **People:** Our consultants maintain a high level of financial markets domain knowledge and undergo an internal two year training program in various quantitative and technology tracks
- **Innovation:** We seek complex assignments on the leading edge of financial markets over commodity work
- **Knowledge Sharing:** Consulting and Products businesses benefit from continuous sharing of information and innovation
- **FD Known Specialties:**
  - Real-time and algorithmic trading and market data applications – Delta product suite
  - Kx (kdb+) technology specialists – largest pool of consultants and developers worldwide
  - Third-Party and internal application development and support – on-site and off-site development and support models for mission critical applications in 40+ financial institutions



First Derivatives Data Management, specializes in Enterprise and Reference data with products and services that are focused on helping financial institutions, exchanges, content and software vendors deal with all aspects of their Data Management challenges from both a top-down (strategy, vision, road-map, policy and data quality) and bottom-up, (staffing, reference data products, content, vendors data feeds, workflow and technology). Services / Practise areas:

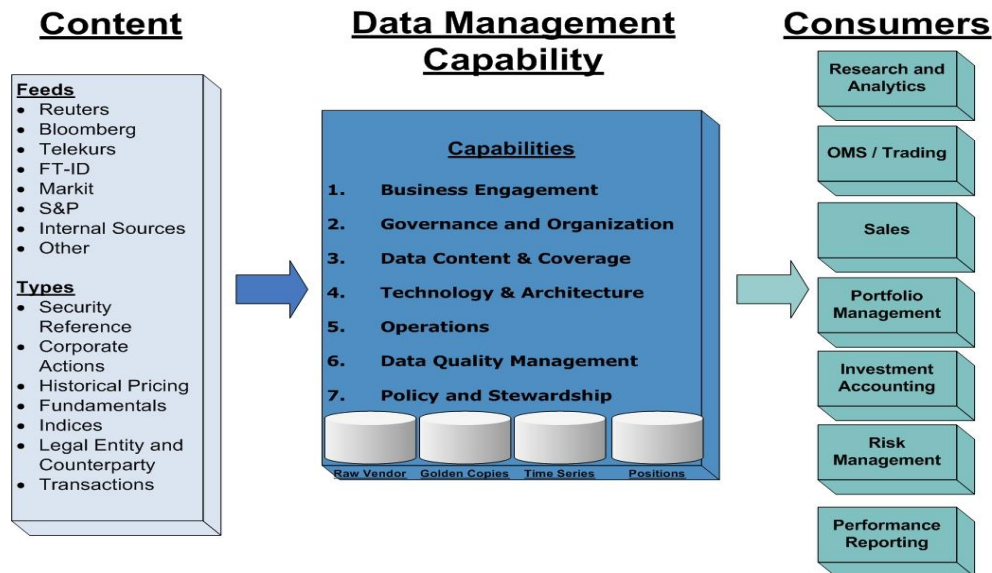
- EDM Capability Assessments; reference data, market data, time series data
- Implementation Services and Staffing (BA's DA's, Modellers, Developers)
- Data Management Vendor Selection & Management (Software, Content, etc.)
- Architecture / Data Models
- Managed Data Services Strategy
- Governance, Stewardship, Operating Models and Organizational Structure

### First Derivatives Specialists

- Contractors / Consultants / Advisors
- Data and Business Analysts
- Architects and Modelers
- Project / Program Managers

### Specializations

- Data Management Consulting and Advisory Services
- Strategy, Solutions, Target State
- Data Integration and Technology
- Assessments / Roadmaps
- Business Cases – Build vs. Buy
- Technology / Data Architecture
- Vendor Product Selection
- Governance & Stewardship
- Supplemental Staffing
- Project Management
- Experienced consultants / SME's
- Best practices & Domain-specific methodology





- ❑ FD Data Management Consulting is one of very few specialist Data Management practices with the credibility, professional expertise and deep Data Management experience.
- ❑ FD Consultants have extensive leadership and hands-on data management experience in the area of strategy, roadmap development, governance, data quality management, data management technology / tools, vendor products, SLAs / Metrics, operations in key roles with numerous buy-side, sell-side firms, vendors and products across all segments and asset types.
- ❑ Furthermore FD provides access to technology consultant practitioners and specialists in data management with broad global experience
- ❑ FD Data Management Consulting provide implementation resources for FD and third-party Reference / Market Data Solutions
- ❑ FD's Data Management Consulting is a thought leader that employs best practices resulting in a domain-specific methodology based on using experienced consultants that exceed requirements.



- ❑ Overall EIM/enterprise data management strategy for a major Wall Street investment bank across all divisions. Provided vision, business alignment strategy, roadmap, product management data management approach, business cases, sub-projects to analysis document workflow and detailed enterprise system mapping.
- ❑ Evaluation of data management capabilities of a major pension plan across technology, business agility and organization structure. Deliverables included a detailed Enterprise Data program roadmap, temporary on-site EDM leadership, technology roadmap for future and assistance with implementation / project management of a new generation of technology platform supported by a buy vs. build analysis
- ❑ Assessment of current enterprise data management technology to meet new business needs for reference and pricing data. Recommendations & deliverables included the design & implementation of a Data Management Office, a security master data architecture and a core foundation data platform utilizing a new generation of SOA-based technology platform
- ❑ Survey of Data Suppliers and Products, covering Reference Data, Time-series, end-of-day, and real time products



- ❑ Provided advisory and consulting services to a leading agency broker's multi-asset buy-side electronic trading execution platform and post trade analysis requirements, included an assessment of current / future data management strategy, data management platform RFI, documentation of current state work / data flows, technology and roadmap and recommendations to achieve future state.
- ❑ Advisor to a primary consulting firm establishing a new offering as a global vendor of managed data services. Provided business analysis, product management, executive advisory and hands-on assistance with strategy, analysis, project execution
- ❑ Assessment / definition of Managed Risk Data Services
- ❑ Investigation of models for a "data business" that would grow revenues and/or provide strategic benefit to a major transaction services utility including a business roadmap to monetize opportunities
- ❑ Evaluation of Managed Data Services vendors / providers for a U.S. based asset management firm, using a framework and criteria that summarized and categorized MDS providers to support the selection process.



- ❑ FD’s Data Management Consulting covers technology, data architecture, data management component evaluation/selection, resource model/staffing, business case, alternative analysis, business benefits, timeline, internal buy-in, prioritized phased enterprise implementation
- ❑ FD’s Data Management Consulting encompasses the following data management categories, focused on consumers, applications, technology and data quality stewardship/governance

| Functionality and Capability   | Technology   | Organization  |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Data Content, Types, Frequency</li> <li>• Data Flows</li> <li>• Data Modeling</li> <li>• Data Quality and Stewardship</li> <li>• Workflow</li> <li>• Data Enrichment</li> <li>• Entitlements</li> <li>• Data Delivery / Distribution Methods - to consuming business applications / products</li> </ul> | <ul style="list-style-type: none"> <li>• Architecture</li> <li>• Data Model</li> <li>• Metadata</li> <li>• Technology</li> <li>• Use of existing and potential 3<sup>rd</sup> party technology vendor components, solutions and tools</li> <li>• Consuming Applications</li> </ul> | <ul style="list-style-type: none"> <li>• Governance</li> <li>• Goals and Mandate</li> <li>• Strategies &amp; Plans</li> <li>• Method of Working</li> <li>• Business Engagement</li> <li>• Resources and Experience</li> <li>• Job Descriptions</li> </ul> |



## A sampling of Data thought leadership

- White Paper - Understanding and optimizing your firm's Data Management Capabilities using Maturity Models (2009)
- Data Myths & Lessons Learned
- Not So Golden Copy
- Managed Services Assessment Framework
- Presenters at Industry Conferences (FIMA and WFIC)
- Participants in Industry Round-Tables sponsored by Industry Publications
- Founders, presenters and active participant in the EDM Council