North American
Financial Information
Summit 2009
Inside Market Data
Inside Reference Data

- Market data
- Reference data
- Enterprise data management
- Data infrastructures
- Algorithmic trading
- Regulation and market structure

FREE attendance for qualified delegates from financial institutions

New York, May 20

Bringing together market data, reference data and data management executives from leading financial institutions across North America to examine solutions to the urgent challenges facing their businesses

Hear from leading practitioners:

- David Blaszkowsky, Director, Office of Interactive Disclosure, US SECURITIES & EXCHANGE COMMISSION
- Alex Golbin, CFA, Managing Director, BLACKROCK
- Baldwin Smith, Data Tsar & Global Head, CREDIT SUISSE
- Tom Dalglish, Vice President, Enterprise Reference Data, JPMORGAN CHASE
- Robert Wallos, Global Head of Market Data, CITIGROUP
- Amy G. Harkins, SVP, Managing Director, Global Head of Corporate Actions, Proxy & Class Actions, THE BANK OF NEW YORK MELLON
- John Bottega, Chief Data Officer, FEDERAL RESERVE BANK OF NEW YORK
- Mark W. Januszka, Vice President, EDM Regional Head – Americas, HSBC

PLUS:
Network with senior market and reference data managers from across North America at the North American Financial Information Summit cocktail reception

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Panel sponsors

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Hosted by

www.financialinformationsummit.com/na
Letter from the editors

Dear data industry executive,

The past year has seen fundamental changes in the financial markets, as the downturn continues to leave its mark on the market and reference data industry alike. Now, more than ever, financial institutions need to address market and reference data challenges and focus on using data to identify new sources of alpha, harnessing innovative technologies to achieve lower latency and more granular analysis, and implementing enabling strategies such as enterprise data management, while increasing their focus on data quality as budget controls, best practices and risk management become ever-more urgent priorities.

With these concerns at the forefront of our minds, on May 20, 2009, Inside Market Data and Inside Reference Data will bring together leading practitioners from the data industry to discuss and debate the most topical and pressing issues affecting their business at the North American Financial Information Summit 2009.

The day will feature in-depth panel discussions with senior market and reference data executives from the buy-side and sell-side, vendors, and exchanges to discuss the latest strategies to help stay ahead of the business, regulatory and technology challenges affecting the US and global markets. The day will consist of a full two-stream program with panel discussions and four exclusive case-studies. It will provide the best possible platform to network with your peers and industry experts, and to check out the latest offerings from the major data providers in our exhibition space.

Highlights from the market data stream include strategies for managing relationships between clients and exchanges, the growing challenge of capacity management in an age of falling budgets and rising data volumes, finding a balance between timelines and quality of data, assessing the value of new data sources as more venues come to market, and examining the trends that are changing data demands across the front, middle and back office.

In the reference data stream, speakers will provide guidance on smarter spending and project prioritization in a volatile market, how to succeed with data integration initiatives, strategies for reducing counterparty risk, the growth in complex instruments and tax information affecting corporate actions processing teams, and of course the lessons learned from the credit crunch on transparency and pricing illiquid assets.

This year’s summit looks set to deliver invaluable insights into how best to utilize and improve your data assets to weather the current financial storm. We hope you can join us for what will be a hugely worthwhile event.

With best regards

Max Bowie
Editor,
INSIDE MARKET DATA

Tine Thoresen
Editor,
INSIDE REFERENCE DATA

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Who should attend the North American Financial Information Summit?

This event will be of value to all those working in market data, reference data and enterprise data management in financial institutions. It is of particular relevance to executives with the following job titles:

- Chief Data Officer
- Chief Information Officer
- Chief Operating Officer
- Chief Technology Officer
- Global, Regional, Country Heads, Directors and Senior Management with responsibility for:
  - Market Data Services; Data Administration; Market Data Commercial;
  - Reference Data Strategy; Reference Data Quality; Data Architecture;
  - Enterprise Data Management; Data Outsourcing; Algorithmic Trading;
  - Information Systems; IT Strategy; Trading Technology; Electronic Trading & Execution; Market Data Operations; Data Desktops Infrastructure;
  - Risk Management; Operational Risk & Compliance

‘This is an excellent forum for discussing real-time and reference data support with colleagues in the industry, letting all attendees take advantage of the collective experience of all participants.’

Mark Januszka, VP, Regional Head of Enterprise Data Management – Americas, HSBC

What’s in it for you?

- **Benchmark** your data management strategies, cost-control and risk management initiatives and hear case studies on implementation of the latest solutions
- **Assess** and learn about other factors that combine with low latency to give firms an advantage
- **Explore** the drivers behind increasing market data volumes and the risks of inadequate capacity management strategies
- **Hear** exclusively from top speakers about the core components of an EDM strategy and the most effective techniques for maintaining consistent data models across data feeds
- **Discover** the best business protocols for improving data quality and uncover how to increase the availability of data across more applications
- **Participate** in the interactive panel discussions and discuss the impact of the recent merger activity on you and your firm
## Program – New York, May 20, 2009

### 8.20
Registration and breakfast

### 8.50
Welcome remarks: Lee Hart, Publisher, INSIDE MARKET DATA & INSIDE REFERENCE DATA

### 9.00
KEYNOTE ADDRESS

### 9.30
PLENARY ADDRESS: The market data vendor landscape – Analysis and statistics on the industry

David Anderson, Editor, INSIDE MARKET DATA REFERENCE

### 10.10
Morning break

### 10.40
**Inside Market Data**
Chairperson’s opening remarks: Max Bowie, Editor, INSIDE MARKET DATA

### 10.45
End-user panel: The future for data management

- Managing the need for increased data and reduced budgets
- Merger mania: A blueprint for consolidating data teams and infrastructures
- Surviving the layout lottery: What experience and certification do firms look for?
- Quick or clean? Balancing the need for high-quality data with timely data

Moderator: Ludwig D’Angelo, Vice President North American Trading Technology, JPMORGAN

Christopher Dar Conte, Senior Vice President, Capital Markets, CITI
Steve Ellenberg, Global Index Licensing Co-ordinator, Vice President, Supply Management, CREDIT SUISSE
Mark W. Januszka, Vice President, EDM Regional Head – Americas, HSBC
Steve Lishaus, Head of Market Data Services, Corporate & Investment Banking, WACHOVIA

### 11.30
Case Study

Steve Ellenberg, Global Index Licensing Co-ordinator, Vice President, Supply Management, CREDIT SUISSE

### 11.50
Panel: An evolving relationship: Finding a balance between exchanges and customers

- Evaluating costs: Rationale behind pricing structures of exchange data
- Selecting and assessing data sources as new venues come to market
- Negotiating contracts that maximize exchange data usage
- The impact of mergers on unit of count and audit issues

Rick Alm, Director, Market Data Strategy & Architecture, CREDIT SUISSE
Edmund Flynn, Senior Director, Market Data Services, FIDELITY INVESTMENTS
Rafah Hanna, Executive Director, Head of MTS Data, EURO MTS
Steve Hansen, Vice President, Market Data Manager, SOCIETE GENERALE
Richard Jacobi, Senior Vice President Global Relationship Manager – Exchanges, CITIGROUP

### 12.35
Lunch break

### 13.50
Panel: Capacity planning: Making room for more

- The drivers behind increasing data volumes
- Expecting the unexpected: Forecasting future capacity needs accurately and looking at long-term solutions to reduce traffic
- The risks of an inadequate capacity management strategy
- Boxing strategy: Prioritizing technology projects for internal efficiencies

Ted Lambrinos, Vice President Trading Technology, JPMORGAN CHASE
Noah S. Lieske, CEO, XASAX
Robert Wallos, Global Head of Market Data Architecture, CITIGROUP
David Weiher, Director of Market Data Strategy, FIDELITY

### 14.35
Case Study

David Blaszczowsky, Director, Office of Interactive Disclosure, US SECURITIES & EXCHANGE COMMISSION

### 14.55
Panel: Developing content to meet future consumer demands

- Adding new data inputs to the trading and investment process
- Assessing the reliability of research and ratings
- Examining changing data demands across the front, middle and back office
- Dealing with the demands for data on exchange traded assets, OTC, evaluations, news and ratings

Rick Alm, Director, Market Data Strategy & Architecture, CREDIT SUISSE
David Blaszczowsky, Director, Office of Interactive Disclosure, US SECURITIES & EXCHANGE COMMISSION
Bill Garland, Director, Market Data, TRADEWEB
Robert Kissell, Head of Quantitative Trading Strategies, JPMORGAN SECURITIES, INC
Vikas Parikh, Head of IT Trading Operations, GE ASSET MANAGEMENT

### 15.15
JPMORGAN CHASE

### 15.30
Panel: Managing counterparty risk

- Counterparty data: Reducing risk in a volatile market
- Succeeding with counterparty data aggregation to help manage exposure levels
- Identifying counterparty data requirements to comply with existing and future regulation
- Assessing the viability of a commercial entity entering the identifier space

Sinan Bakran, Director of Business Development for Financial Services Industry, SYBASE, INC
Dean Measures, Global Head of Sales & Collateral Management, JPMORGAN CHASE
Scott J. Preiss, Vice President Securities Classifications, STANDARD & POOR’S

### 15.45
Case Study

Amy G. Harkins, SVP: Managing Director, Global Head of Corporate Actions, Proxy & Class Actions, THE BANK OF NEW YORK MELLON

### 16.00
Panel: Market mayhem: The impact on corporate actions

- Dealing with the growth in complex instruments and tax information affecting corporate actions handling
- The effects of the market instability on the US Corporate Actions market
- Minimizing risk: Looking at the next steps
- Setting standards: Have we come any closer towards international agreement on standards?

Deborah Cullhane, Chief Operating Officer, FIDELITY ACTIONS XCHANGE
Amy G. Harkins, SVP: Managing Director, Global Head of Corporate Actions, Proxy & Class Actions, THE BANK OF NEW YORK MELLON
Barry Raskin, Managing Director, SIX TELEKURS USA
Upcoming Financial Information Summits in 2009

**North American**

**Financial Information Summit 2009**

**Inside Market Data**

**Inside Reference Data**

**New York, May 20**

**15.40** Afternoon break

**16.10** Panel: Latency: Is it still a competitive differentiator?
- Getting up to speed: Identifying, monitoring and eliminating sources of external and internal latency
- Creating and managing an integrated co-location strategy
- The chips are down: New technologies to help reduce latency
- What’s next? As speed becomes an equalizer, what other factors, combined with latency, will give firms an advantage?

Venue: [financialinformationsummit.com/eu](http://financialinformationsummit.com/eu)

**16.55** Vendor panel: Vendors respond to end-user’s questions
- The impact of industry cutbacks on vendor businesses
- How have end-user priorities and demands changed in light of recent market conditions?
- Evolving to provide the next generation of products and services
- Strategies for survival: Competition or co-operation in an era of consolidation?

Panelists: to be confirmed – please visit website for updates

**17.40** Chairperson’s closing remarks

**17.50** Cocktail Reception

**19.00** Inside Market Data Awards 2009 & Inside Reference Data Awards 2009

**European**

**London, September 22, 2009**

**Asia Pacific**

**Hong Kong, November 2009**

**Inside Market Data Awards** and **Inside Reference Data Awards** evening will take place on May 20, 2009.

Voting and Call for Entry is now open for vendor and end-user categories.

Stand up and be counted – the only awards that recognize industry excellence within market data, reference data and enterprise data management.

**Inside Market Data Awards 2009**

**Inside Reference Data Awards 2009**

**Vendor panel: Vendors respond to end-user’s questions**

- The impact of industry cutbacks on vendor businesses
- How have end-user priorities and demands changed in light of recent market conditions?
- Evolving to provide the next generation of products and services
- Strategies for survival: Competition or co-operation in an era of consolidation?

Panelists: to be confirmed – please visit website for updates

**Panel: Evaluated prices: A winner in the downturn**
- Pricing illiquid assets: Lessons learned from the credit crunch
- How to reduce the risk of the valuation game
- Reviewing the importance of the underlying compared to the final price
- Improved transparency: Assessing the need for regulatory involvement

Alex Golbin, CFA, Managing Director, BLACKROCK SOLUTIONS

Peter Serenita, Global Pricing Operations, JPMORGAN CHASE

John M. White, Global Head, Market & Vended Data Services, STATE STREET GLOBAL ADVISORS

‘This has become the most inclusive market data event of the year. Inside Market Data and Inside Reference Data bring together all market data professionals, vendors and related suppliers at this conference and allow for open dialogue on critical issues for all constituents. I learn more at this one event than at any other offered today.’

Barry Raskin, Managing Director

Americas, SIXTELEKURS USA
MTS Group is the market leader for electronic fixed-income securities trading in Europe. On average, over €85 billion are traded each day, comprising activity for over 1,200 participants across 25 markets. The MTS Group has become the only genuine pan-European market for fixed-income securities present in all eurozone countries and Israel, as well as in other debt markets in Europe. Known as “The European Bond Exchange,” it aids the overall development of the European government bond market and facilitates its integration. MTS endeavours to deliver the full benefits of an electronic trading marketplace while working with both issuers and participants to create a unified fixed-income market of unparalleled liquidity, transparency and efficiency.

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Incisive Media’s market data portfolio incorporates the market-leading industry brands serving financial institutions in print, in person and online - through its series of publications, conferences, research, training, briefings and reports. Our publications help key decision makers within financial institutions with the business and financial issues they face as consumers of market data, reference data and data management.

Sponsorship Information

To find out how your organization could benefit from sponsoring or exhibiting at the North American Financial Information Summit 2009, please contact:

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Registration

☐ FREE of charge – Banks and Financial Institutions*
*This offer is only available for delegates from banks, securities firms, investment management companies, asset managers, pension funds and hedge funds. Vendors, exchanges and service/software providers do not qualify for this. Confirmed delegates will be notified by the event team and the organizer’s decision is final

☐ $750** – Inside Market Data and Inside Reference Data subscribers who are vendors, exchanges and service/software providers
** This rate only applies to paying current subscribers to Inside Market Data or Inside Reference Data

☐ $1,500 – Please note: Vendors, exchanges and service/software providers who are NOT subscribers to Inside Market Data or Inside Reference Data

Venue and Accommodation

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For assistance with reservations please contact the hotel directly and quote, ‘Incisive Media’ when making your booking.

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