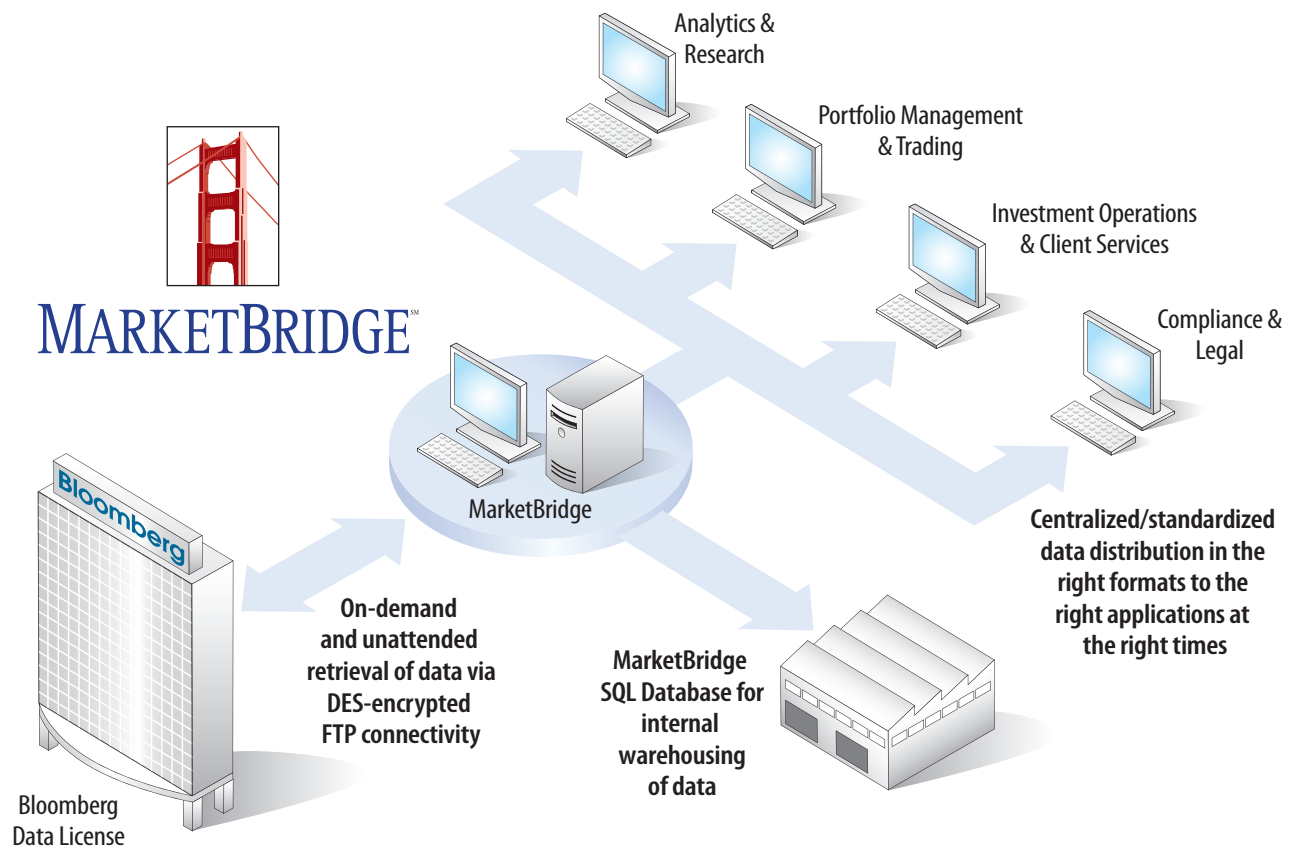


For years, Investment Management firms have been challenged to find a practical solution to capturing the wide variety of market and reference data available from Bloomberg so that it can be optimally utilized by their front-office or back-office systems.

Finnovative's MarketBridgeSM solution is now available to achieve that goal. MarketBridge promotes STP in an efficient and simple manner, reduces costs by warehousing your data for re-use and is both scalable and vendor neutral to support your future growth and third-party application choices.

The most flexible, secure, and scalable tool to access the most comprehensive data source — Bloomberg Data License® — is finally here.



Finnovative's MarketBridge solution for Bloomberg and Advent users enables seamless integration of market data into our accounting system. MarketBridge is simple to install, test and use and we are happy about our decision to use MarketBridge."

— Gilinda Mioduszewski, Operations Manager,
Crosswater Financial Corporation, Bellevue, WA

Benefits of Finnovative & MarketBridge

- **Superior Quality and Accuracy:** Access to the most comprehensive and widely used market-data source, Bloomberg Data License
- **Integration:** A seamless ability to integrate market data with leading investment industry applications
- **Risk:** Reduce risk by minimizing error-prone data entry
- **Performance:** Improve execution quality, improve investment performance
- **Compliance:** Enhanced rules monitoring and violation avoidance
- **Reduced Costs:** Via single source acquisition of all your capital markets data

Solves Data Acquisition Challenges

Investment Managers face a three-headed monster when managing their capital markets data: The burden of acquiring, integrating, and supporting market data.

MarketBridge is a tool that provides a cost-effective bridge for real-time integration and synchronization of global capital markets data.

MarketBridge supports multiple points of penetration across an investment management firm (Trading, Research & Analysis, Operations, Compliance) and delivers data for consumption in a variety of formats.

Tangible Benefits

Firms that can rely on the accuracy of their securities reference data realize a reduction in the expenses related to trading errors or failed trades and a concurrent gain in the productivity of Operations and Trading staff.

Firms that can rely on accurate and timely market data including synthetic prices can expect improved executions and portfolio performance returns.

Localizing retrieved information in a proprietary data warehouse allows firms to reduce the on-going expense of supporting multiple applications and reporting tools that rely upon derived data.

- Storage and reporting of historical data for audit-trail, modeling and reporting is available
- On-demand or pre-determined, unattended execution of information retrievals
- Scalable to support your future business growth in trading volume, security universe, security types, data processing workflows, and 3rd-party application interfaces

Ease of Implementation and Support

- Flexible pricing for the entire solution custom-tailored to your unique business requirements
- 24 x 7 support available

MarketBridge permits scheduled and on-demand retrieval of timely, accurate and comprehensive market and reference data.

Single Source for Multiple Consumers

Through the use of MarketBridge investment managers can eliminate the use of multiple market data providers and cost effectively use the industry's most accurate and comprehensive data repository, Bloomberg Data License.

MarketBridge is a browser based portal through which the retrieval of market and reference data from Bloomberg Data License can be scheduled or performed on-demand.

Secure Transfers on Your Schedule

Encrypted transfers between the MarketBridge host and Bloomberg Data License guarantee the secure delivery of requested market data. MarketBridge easily redirects the retrieved information for consumption/use by accounting, compliance, trading and other internal applications or databases in leading industry-standard, vendor-specific or proprietary protocols.

Round the clock delivery of timely and accurate reference and market data permits Compliance, Operations, Portfolio Management and Trading staff to perform their functions more effectively, promoting true straight-through-processing.

MarketBridge is the cost effective tool for investment managers seeking a comprehensive source of capital markets data with the added flexibility of delivery to multiple consumers in multiple formats.

Enterprise Wide Penetration

- Traders can set up new securities and trade more efficiently by accessing the comprehensive reference data on-demand
- Operations staff can get prices and corporate actions for timely portfolio valuation and improved reconciliation
- Portfolio Managers and Research Analysts can access over 8000 Fundamental/Reference data items for enhanced modeling and risk analysis
- Compliance staff can better monitor rules and avoid violations by using timely reference data

Flexible Architecture

- Quick install and browser based administration
- Complete user authentication and data encryption

- Bloomberg Alliance: Bloomberg recommends Finnovative for cost effective IT solutions
- MarketBridge was developed by Finnovative — an established, multi-national information technology and consulting firm with over 10 years of client servicing and product development experience, a 100% client retention rate and a 100% project completion rate

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