



## STP in Avaloq for Data Management with KEYdata

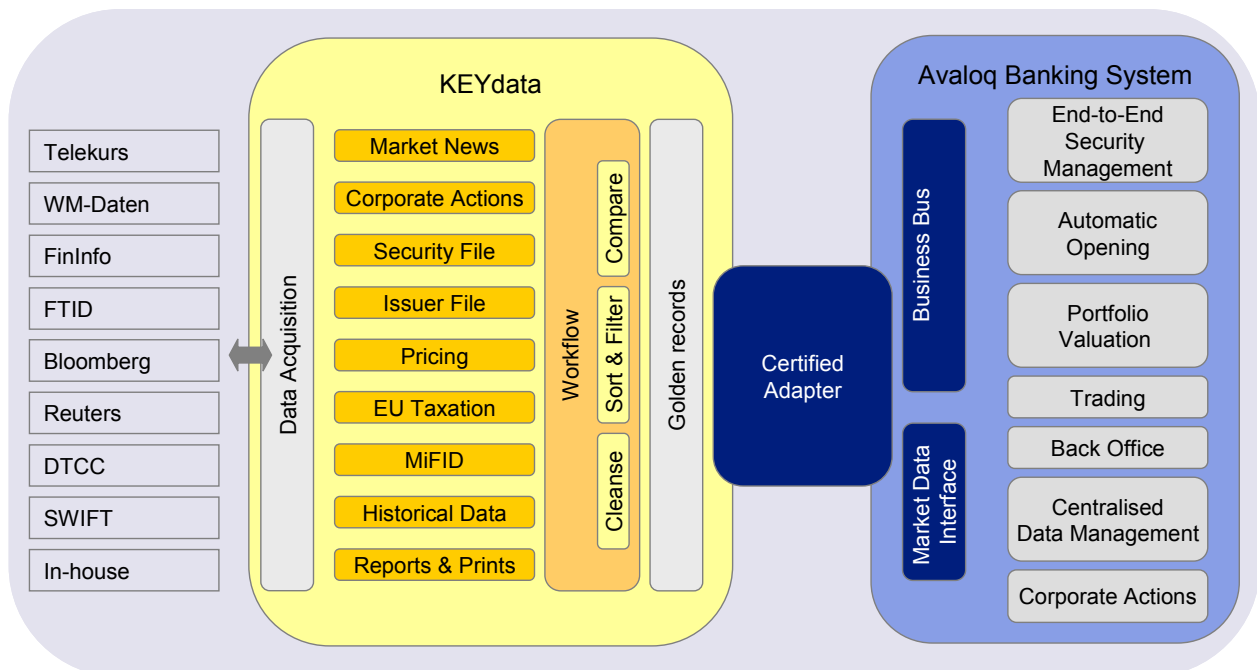
Quality data management is a major concern to rationalise costs and minimise risks in the securities domain. But to reach high quality and STP, both the data hub and the target application must show highly functional components and flexible data models.

Avaloq and Sterci offer a strong combination of their market leading software.

### Highlights

The data requirements to support private banking, asset management, custody, fund administration and trading are growing continuously. Regulatory and compliance pressures like MiFID and Basel II are also pushing for consistent data management. This is perfectly covered by combining the Avaloq Banking System with KEYdata, which provides a highly configurable solution featuring:

- Multi-company data management
- Pricing valuation (closing, intraday snapshots)
- Corporate actions
- Rules-based «Golden Record»
- Data scrubbing, cleansing, filtering
- Data management for regulations (MiFID, EU-Tax)
- Centralised data management (repository)
- Market news (Title Bulletin)
- Alerts and controls
- Security data management
- Archiving and leveraging historical data
- Dynamic interface with mapper and parser



## KEYdata

KEYdata is a market data management application built on a web-based GUI. KEYdata provides an intuitive interface to set up all the rules to automate multiple sources management from acquisition to delivery. KEYdata provides data selection and comparison in order to generate a «Golden Record» of data.

With the certified adapter for Avaloq, KEYdata can be linked to the Avaloq Banking System for automatic instrument opening, pricing, and corporate actions.

Furthermore the bank can build with KEYdata repository a central instrument master file to automatically update the various business applications (trading, portfolio, funds, back-office).

## Sterci

Founded in 2003 after a spin-off of Steria, Sterci is dedicated to STP software development, building on a foundation of 25 years experience in financial messaging. Sterci is an official SWIFT partner with full accreditation for its STP products. Sterci is 9001-2000 certified by Swiss Association for Quality and Management System (SQS). Sterci delivers innovative solutions that enable its customers to comply with new regulations and new standards.

## Avaloq Banking System

Avaloq Banking System is a tried and tested product, covering the entire field of banking. It provides all the tools necessary for current and future individual implementations at retail, commercial, private and universal banks. Meeting all existing standards, it uses state-of-the art technology and offers open interfaces for networked banking.

With the Business Bus, the Avaloq Banking System offers an open interface to the data universe of financial instruments data feeds, delivered via KEYdata into Avaloq.

## Avaloq

The Avaloq Group, which has branches in Luxembourg and Singapore, is the Swiss market leader in the field of standard banking software. For over a decade, this Swiss company has been developing and marketing the Avaloq Banking System, which is trusted by leading financial services providers in private, retail and universal banking in international financial centres around the globe. A network of specialists composed of first-class partners in the fields of implementation, software, service and technology enables Avaloq to offer its clients a comprehensive all-in-one solution – modular, innovative and integrated standard software for the financial sector. Avaloq is owned by its management and employees.

### Supported Data Feeds

- Telekurs VDF & IPS
- Bloomberg Datalicence
- Reuters Datascope
- WM-Daten
- FinInfo
- FT Interactive Data
- DTCC
- SWIFT
- Internal sources
- Others on request

### Technology Overview

- Oracle technology
- Java and XML connectivity
- Certified adapter for the Avaloq Banking System
- Web-based user interface
- Running on any Oracle platform

