



Presents:

New for 2006:
Hear the Latest End-User Solutions from
over 16 Industry Experts!

The 2nd Annual **MANAGING MARKET DATA**

Optimized Solutions to Cost, Quality, Capacity and Compliance Challenges

December 5-6, 2006 • New York, NY

Hear Ground-Breaking Perspectives to Meet Your Market Data Management Challenges

Don't Miss Hearing Cutting-Edge Case Studies and Best Practices for Managing Market Data from:

- Citigroup
- Morgan Stanley
- Northern Trust
- JP Morgan Chase
- Goldman Sachs
- Credit Suisse
- Barclays Global Investors
- Pershing
- Lehman Brothers
- Mellon Financial
- Merrill Lynch
- BNP Paribas
- Fidelity Investments
- tbdCorp
- State Street Global Advisors
- The Hartford Financial Services Group
- Trillium Trading
- Enterprise Data Management Council
- RIXML.org
- FIX Protocol Limited

In Two Information-Packed Days, Hear Solutions to Your Critical Issues Involving Real-Time and Reference Data. Our Experienced Faculty Addresses Major Concerns Including:

- ◆ How the Passage of Reg NMS and MiFid Impacts Your Organization's Data Management and Trading Practices
- ◆ Methods for Developing a Compliant and Effective Data Management and Monitoring Strategy
- ◆ Real Solutions to the Critical Issues of Managing Data Volume Growth
- ◆ Achieving Comprehensive "Golden Copy" By Maximizing Data Centralization
- ◆ How to Create a Standardized and Efficient Security Reference Repository
- ◆ Best Practices for Building a Sustainable Enterprise Data Management Strategy
- ◆ New Approaches to Maintaining and Advancing Your Client Master Data Repository
- ◆ The Latest Trends in Real-Time Market Data and New Technologies to Improve Your Data Management
- ◆ How XML and Web Services Impact Your Market Data Management

PLUS! DON'T MISS:

Report from FIX Protocol on
How to Successfully Manage
Increasing Market Data Volumes

Interactive Panel Discussion:
Discovering New Technologies in
Real-Time Data

Roundtable Discussion:
Developing a Sustainable
Enterprise Data Management
Strategy

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The 2nd Annual **MANAGING MARKET DATA**

Applying Solutions to Cost, Quality, Capacity and Compliance Challenges

December 5-6, 2006 • New York, NY

"Automated trading strategies are driving market data message volumes through the roof. Over the past three years, market data volumes have risen by +/- 2,000 percent – And [it] is projected to continue growing exponentially."

Wall Street & Technology

Capitalizing on the success of 2005's event, *World Research Group* together with *The Wall Street Journal* and *FIX Protocol* have conducted meticulous research to provide you with comprehensive solutions to your most pressing market data issues at our **2nd Annual Managing Market Data** event.

MISSION STATEMENT:

Applying comprehensive strategic solutions to the end-user to meet their market data needs

At the 2nd Annual Managing Market Data conference, hear in-depth presentations and participate in interactive roundtables on issues including:

- **How Reg NMS and MiFid affect your organization's data management**
- **New approaches to achieving compliant and effective data management and monitoring**
- **Innovative, applicable solutions for managing data volume growth**
- **Maximizing data centralization to attain comprehensive "golden copy"**
- **Methods for creating a standardized and efficient security reference repository**
- **How your market data management is impacted by XML and web services**

Join us on December 5 and gain valuable insight into current and future trends within market data management. Register early as space is limited. Simply contact 1-800-647-7600 or info@worldrg.com to reserve your space. We look forward to meeting you in New York.

Sincerely,

Jennifer Harpaz
Conference Director



PS: Don't miss the opportunity to hear over 16 end-users speak about their market data experiences!

Who You Will Meet at the 2nd Annual Managing Market Data Conference

From Investment Firms, Asset Management Firms, Research Firms, Fund Firms, Academic Institutions, Exchanges and Regulatory Bodies

Senior Vice Presidents, Vice Presidents, Managing Directors, Heads and Directors of:

Data Enterprise • Data Management • Market Data • Equity Research • Reference and Static Data • Data Technology
Data Management • Information Technology • Information Systems • Client Data • Operations

This conference will also be of interest to:

Vendors of

Software Technology • Trading Technology • Data Management

TO REGISTER, PLEASE CALL 1-800-647-

7:45 *Conference Registration & Continental Breakfast*

8:45 *Conference Director and Chairperson's Welcome and Opening Remarks*

Jennifer Harpaz
Conference Director
WORLD RESEARCH GROUP, INC.

9:00 The Relationship of Global Markets and Market Data

- Examining the symbiotic relationship between the global market landscape and market data developments
- How monopolization and sub summation of hedge funds affects your organization
- The importance of accurately defining and understanding the consumers and managers of market data
- Objectively coordinating and disseminating data in shared databases
- Adopting necessary organizational techniques to counterbalance global adjustments

Paul Langerman
Analyst, Structured Products Team
MORGAN STANLEY



9:30 Maximizing Data Centralization to Achieve Comprehensive "Golden Copy"

- Illustrating varied models of holistic data management
- Examining database sharing for specific purposes
- Mitigating data management compliance issues
- Considering the relationship between customer counter party data and reference data
- Discussing best data practices for attaining "golden copy"

John Bottega
Chief Data Officer
CITIGROUP



10:15 *Morning Networking & Refreshment Break*

10:45 Managing Critical Challenges of Market Data Volume Growth

- How your organization can best respond to the explosive growth of unstructured data
- Tackling the most complex issues of increasing data storage capacity
- Reconciling unpredictable or elastic access demand of evolving Web-based systems
- Controlling the escalating costs of data, storage administration, backup and recovery
- Considering the merits of new storage technologies for your organizational needs

Andrew Hunt
Vice President & Global Head
JP MORGAN CHASE



Tracy Mabrey
Head of Market Data
PERSHING



11:30 How the Passage of Reg NMS and MiFid Impacts Your Organization's Data Management and Trading Practices

- Understanding the new regulatory environment surrounding compliance, supervision, monitoring and surveillance
- Facilitating cooperation between all market centers for improved order internalization and operations practices
- Defining and implementing the order protection rule within your organization

- Ensuring capacity, low latency and system infrastructure for anticipated expansions in data and traffic
- Synthesizing your organization's interface with software developments for the new regulatory model

John Lowrey
Managing Director
LEHMAN BROTHERS



12:00 *Luncheon for Speakers & Attendees*

1:30 Developing a Compliant and Effective Data Management and Monitoring Strategy

- Examining differing organizational definitions of compliance
- Assessing the influence of corporate governance and market data vendor contracts
- Considering the impact of centralized and decentralized corporate environments
- Defining key organizational roles for building and implementing a comprehensive data management strategy
- Methods of creating a sound and effectual data management strategy

Edmund Flynn
Director, Market Data Services
FIDELITY INVESTMENTS



Amy Harkins
Senior Vice President & Director of Global Asset Servicing
MELLON FINANCIAL

Brian Buzzelli
Vice President & Product Manager, Investment Manager Solutions Business
MELLON FINANCIAL



Margit Mason
Director
PERSHING



2:15 Exploiting New Technologies to Master the Trends in Real-Time Market Data

- Reducing latency, increasing capacity, and reducing costs
- Taking advantage of increased data feed competition
- Satisfying new data requirements in middle and back office operations
- Harnessing the power of new operating platforms
- Evaluating event-processing middleware and silicon-based solutions
- Managing increased system complexity

Peter Lankford
President
TBDCORP



Paul Famighetti
Director of Automated Trading
TRILLIUM TRADING



Andre Kelekis
Senior Strategist, Global Market Data
BNP PARIBAS



Stefano Natella
Head of Equity Research
CREDIT SUISSE



INTERACTIVE PANEL DISCUSSION

3:30 Addressing the Impact of the Regulatory Environment on Reference Data

- Assessing how regulatory constraints shape present data initiatives
- Considering the effects of anti-money laundering on market data
- How KYC regulations affect the development of data initiatives
- Best practices for successful data initiatives in the current regulatory environment

Jeffrey Harwin

Director, Global Monetary and Financial Control Group

MERRILL LYNCH



4:15 Uncovering the Key Components to Achieving a Standardized and Efficient Security Reference Repository

- Building a compliant and structurally sound repository foundation
- Mitigating the challenges of standardization across sectors
- Emphasizing data quality and relevance in your repository
- Understanding the importance of controlling costs and effectiveness
- Reconciling more seamless integration into downstream systems

John Carroll

Vice President, Product Data Services

MERRILL LYNCH



4:30 Developing a Sustainable Enterprise Data Management Strategy: Addressing the Cycle of Business Process from Infrastructure to Execution, Maintenance and Monitoring

- Examining the relationship between enterprise data management and regulatory compliance
- Analyzing data objectives including quality, precision and efficiency
- Defining implementation tactics that maximize business priorities and service objectives
- Uncovering pioneering investment and business development techniques
- Applying the essential elements of data risk assessment and mitigation

Ian Webster

Global Head of Market Data

BARCLAYS GLOBAL INVESTORS

BARCLAYS

Iman Szeto

Vice President, Worldwide Data Support

NORTHERN TRUST



Michael Atkin

Managing Director

ENTERPRISE DATA MANAGEMENT COUNCIL

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5:15 Day One Concludes
Networking Reception Immediately Follows

8:00 Continental Breakfast

8:45 Chairperson's Recap of Day One

9:00 Understanding the Investment Management Process of Reference Data Usage

- Addressing regulatory and compliance developments including ERISA, SEC 28(e) and Sarbanes-Oxley
- Analyzing the end-to-end process of reference data flow to improve your total management strategies
- Examining the challenges of contractual usage, pricing and licensing
- Proven approaches to maximizing contractual practices through internal communication

John White

Principal, Investment Management Data Services

STATE STREET GLOBAL ADVISORS STATE STREET GLOBAL ADVISORS

9:30 Building a Client Master Data Repository: A Complete Maintenance Guide

- Identifying the essential components for a reliable and comprehensive master repository
- Assessing methods of managing, cleansing and integrating information from varied sources
- Uncovering strategies for minimizing repository risk exposures
- Evaluating technological developments for integrating new and existing databases
- Practical techniques for improving your client master repository

James Perry

Vice President, Product Data Quality

GOLDMAN SACHS



Christopher Mose

Executive Director – Data and Client Reporting

MORGAN STANLEY

Morgan Stanley

10:00 Achieving Superior Data Management and Compliance through Service-Oriented Architecture

- Defining the relevance of SOAs on the trading desk and its impact on trading transactions
- Exploring SOA approaches to compliance
- Assessing organizational needs and key gaps in data management strategy
- Examining the relationship between SOAs and post-trade processing
- Discussing the merits of new software and models of development, reconfiguration and upgrades

James McGovern

Enterprise Architect

THE HARTFORD FINANCIAL SERVICES GROUP



Shankar Iyer

Executive Vice President, Marketing and Strategy

GEMSTONE SYSTEMS



10:30 Morning Networking & Refreshment Break

11:00 Examining the Effect of XML on Emerging Technologies

- How pervasive computing will accelerate the trend toward "all digital" value chains
- Understanding the effects of digitization technologies in driving down the cost of transaction capture

**XML
Technology**

- Defining the relationship between Straight Through Processing (STP) rates and electronic standards
- Identifying how deep computing can bring sophisticated analytics to your business
- Prioritizing online customer service as a primary means of client communication
- Profiling developments in the security arms race

Peter Johnson
Senior Vice President & Manager
Strategic Technology
MELLON FINANCIAL CORPORATION



12:00 Profiling FIX Adapted Streaming (FAST) ProtocolSM

- How FASTSM optimizes communication in the electronic exchange of market data
- Leveraging implicit tagging, field encoding and serialization to dramatically reduce message size and bandwidth utilization
- Analyzing case studies: How FASTSM is being adopted to achieve greater efficiencies
- How the technical architecture of FAST ProtocolSM can deliver benefits to your organization

Richard Shriver
Co-Chair, Market Data Optimization Working Group
FIX PROTOCOL LIMITED
Senior Consultant
JORDAN AND JORDAN



11:30 Understanding the Impact of XML and Web Services on the Market Data Management

XML
Strategy
Session

- Assessing how XML and web services can enhance management performance for your organization
- Identifying the effects of these services on modern application blueprints
- Reconciling compatibility and interoperability to facilitate more seamless exchange of information
- Applying new tools and technologies for improved operation and application architectures

Michael Skutinsky Jr.
Executive Director
RIXML.ORG



12:30 Conference Concludes

Special Offer from The Wall Street JournalSM

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As a special thank you for registering, we would like to offer you twenty-six (26) complimentary weeks of *The Wall Street Journal*, a \$107.50 value! There are no strings attached or further obligations. Just make sure that the circle on the registration page is checked, and we'll take care of the rest for you. Your first issue will arrive in 4 weeks. Offer valid for New Subscribers Only in the contiguous U.S.

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GemFire – the Enterprise Data Fabric (EDF) – provides a scalable, distributed platform to manage increasing volumes of enterprise data and streaming events with almost zero-latency. With advanced data virtualization, distributed caching and complex event processing (CEP) capabilities, the GemFire EDF enables the delivery of actionable information to the right application at the right time. The GemFire product suite includes GemFire Enterprise, GemFire Enterprise - C++, and GemFire Real-Time Events. More information is available at www.gemstone.com

Supporting Organization



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Sponsorship and exhibits offer an excellent opportunity to showcase your products and services to decision-making executives attending the **2nd Annual Managing Market Data** conference. This conference, together with World Research Group, FIX Protocol and The Wall Street Journal, benefits organizations such as your own to achieve branding, sales and marketing objectives by providing a select amount of sponsorship and exhibit spaces to maximize exposure at this leading-edge event.

For more information on these Sponsorship and Exhibit Opportunities at the **2nd Annual Managing Market Data** conference, please contact **Mark Bernard** at 646-723-8012 or via email at mark.bernard@worldrg.com.

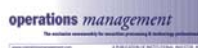
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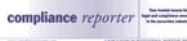
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Applying Solutions to Cost, Quality, Capacity and Compliance Challenges

December 5-6, 2006 • New York, NY



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TEAM DISCOUNT: Register 3 team members from the same organization at the same time and the 4th team member attends **FREE!** (Valid only at regular registration rate.)

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Don't miss out on this opportunity to showcase your products and services to executives at the highest levels of market data. Your competitors will be networking and selling their services to this targeted group, shouldn't you? For more information on sponsoring a Lunch, Cocktail Reception, Breakfast, Welcome Pack or Badges, please contact **Mark Bernard** at 646-723-8012 or mark.bernard@worldrg.com.

DOCUMENTATION CD-ROMS: If you are unable to attend the conference or you would like extra copies for your colleagues, you can order your conference documentation CD-ROM today. Don't miss out on the valuable information presented by industry leaders exclusively at this event. The CD-ROM is available for only \$150. Add \$50 for international shipments. The CD-ROM includes overheads, articles and presentations. Simply fill out the order form and the CD-ROM will be shipped to you 2 weeks after the conference occurs.



Registration Card

Please photocopy this form for multiple registrations.

- Yes! Please register me for the MANAGING MARKET DATA CONFERENCE.**
- I would like to take advantage of the early-bird discount by registering before October 20, 2006.
- I cannot attend. Please send me a Conference Documentation CD-ROM. Please send me future information via e-mail
- THE WALL STREET JOURNAL. YES!** As a special thank you for registering, I would like to receive twenty-six (26) complimentary weeks of *The Wall Street Journal*, a \$107.50 value! There are no strings attached or further obligations. Just make sure that the circle to the left is checked, and we'll take care of the rest for you. Your first issue will arrive in 4 weeks. Offer valid for New Subscribers Only in the contiguous U.S.

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