



FIXGlobal
FACE₂FACE

Forums 2010

In support of

FIXPROTOCOL
INDUSTRY-DRIVEN MESSAGING STANDARDSM



Rob Hodgkinson, Director FD Pty Ltd



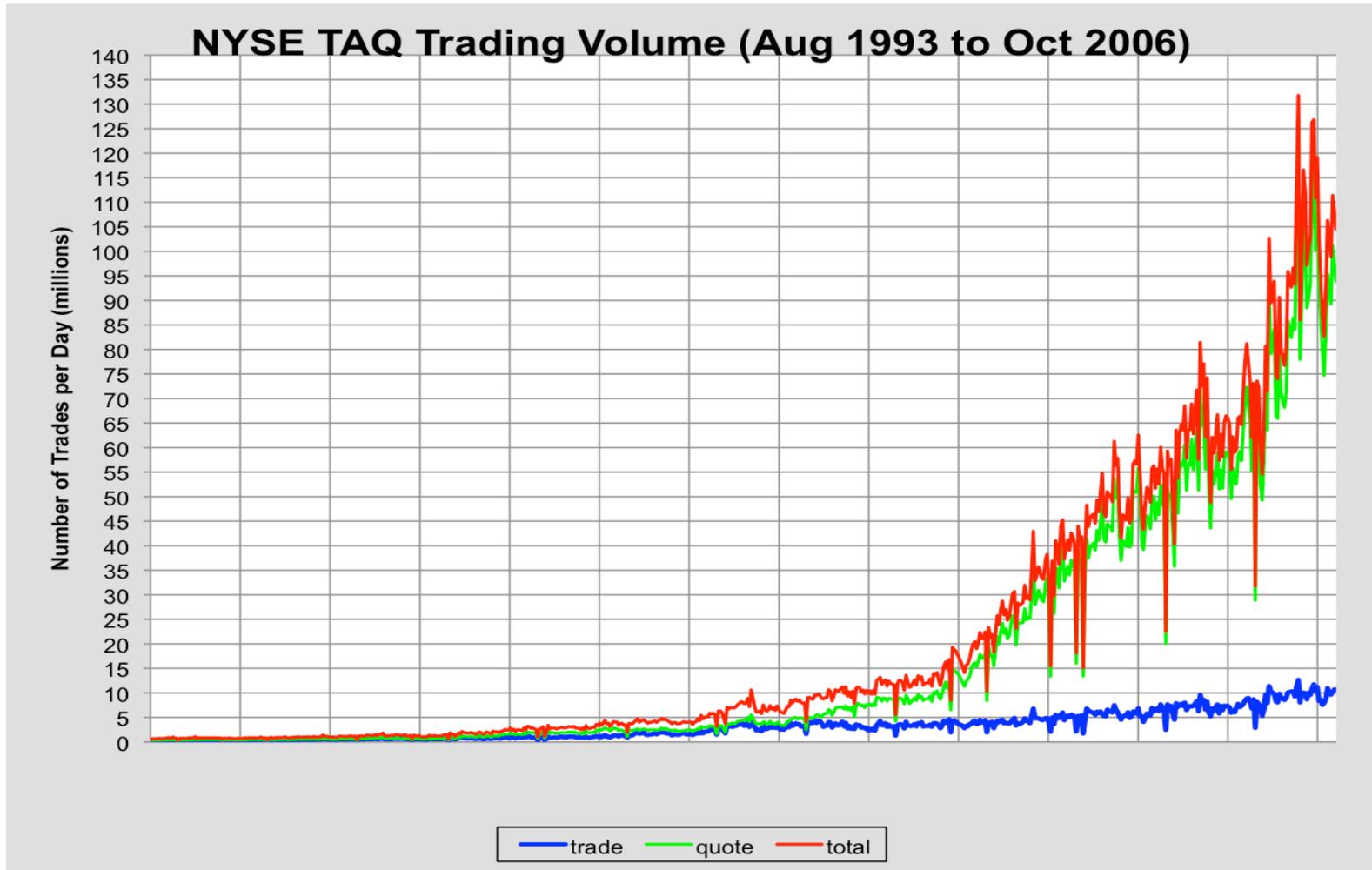
First Derivatives plc

Combining Domain Knowledge and Technical Expertise



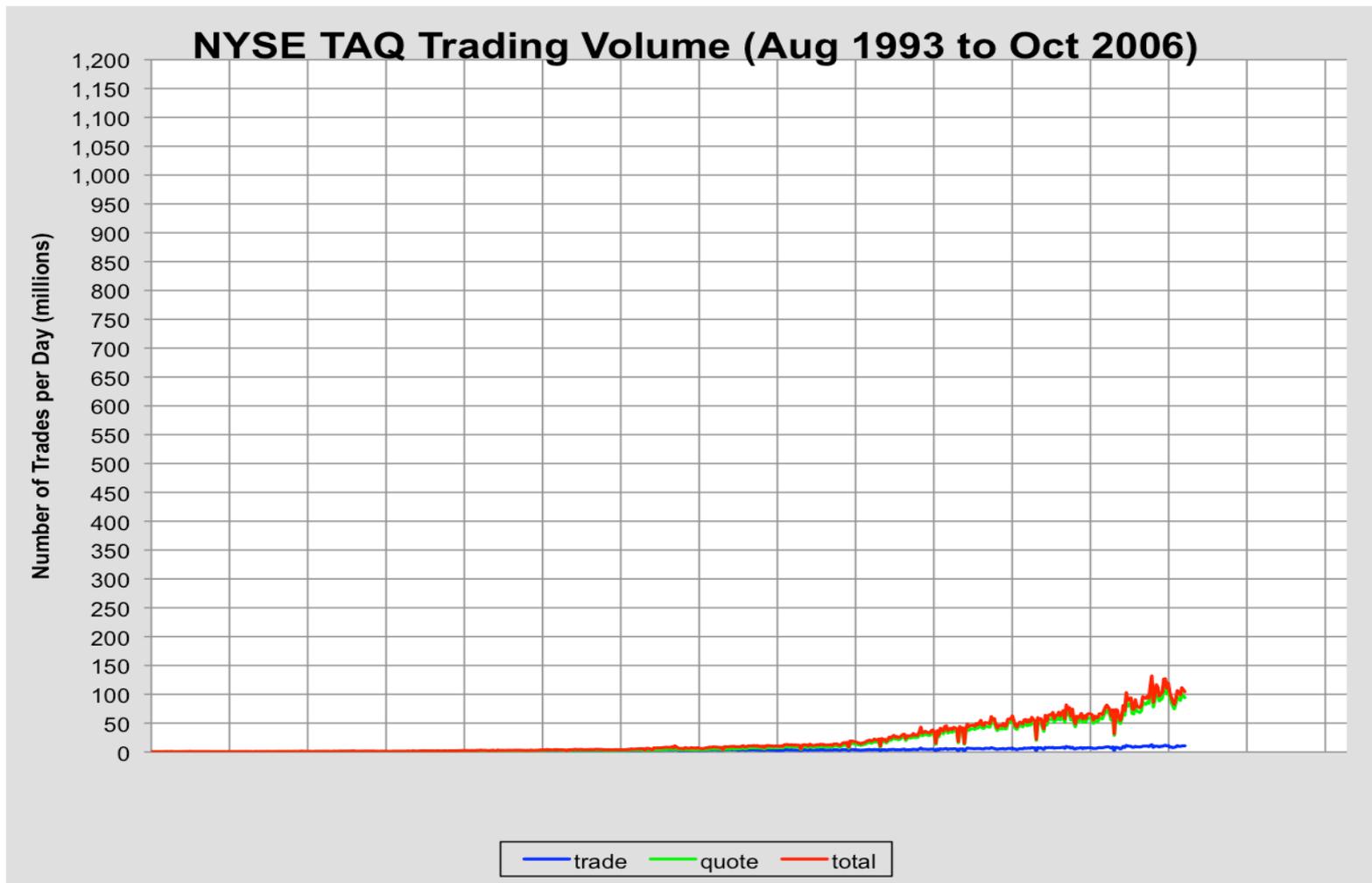


The Data Tsunami



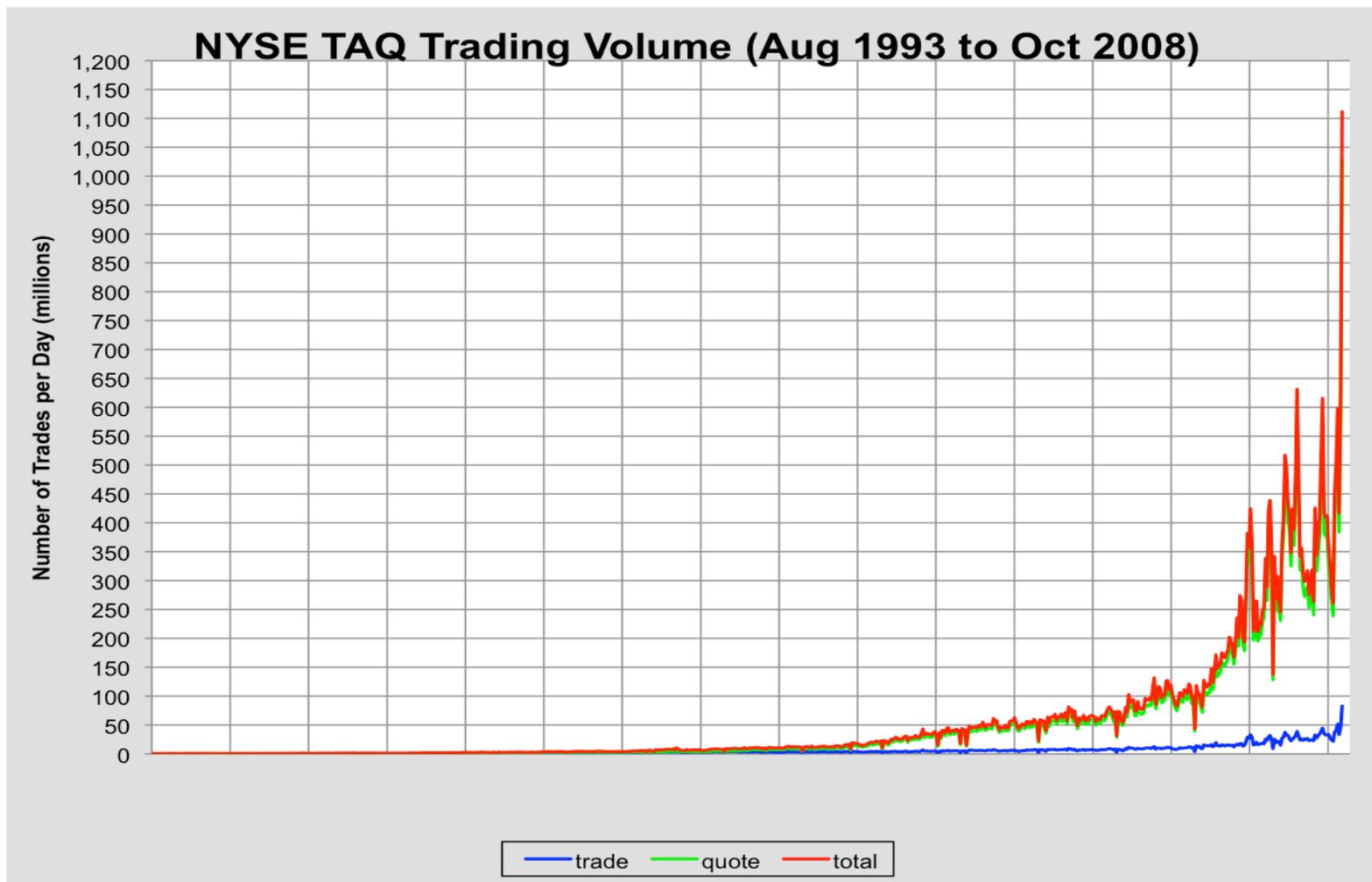


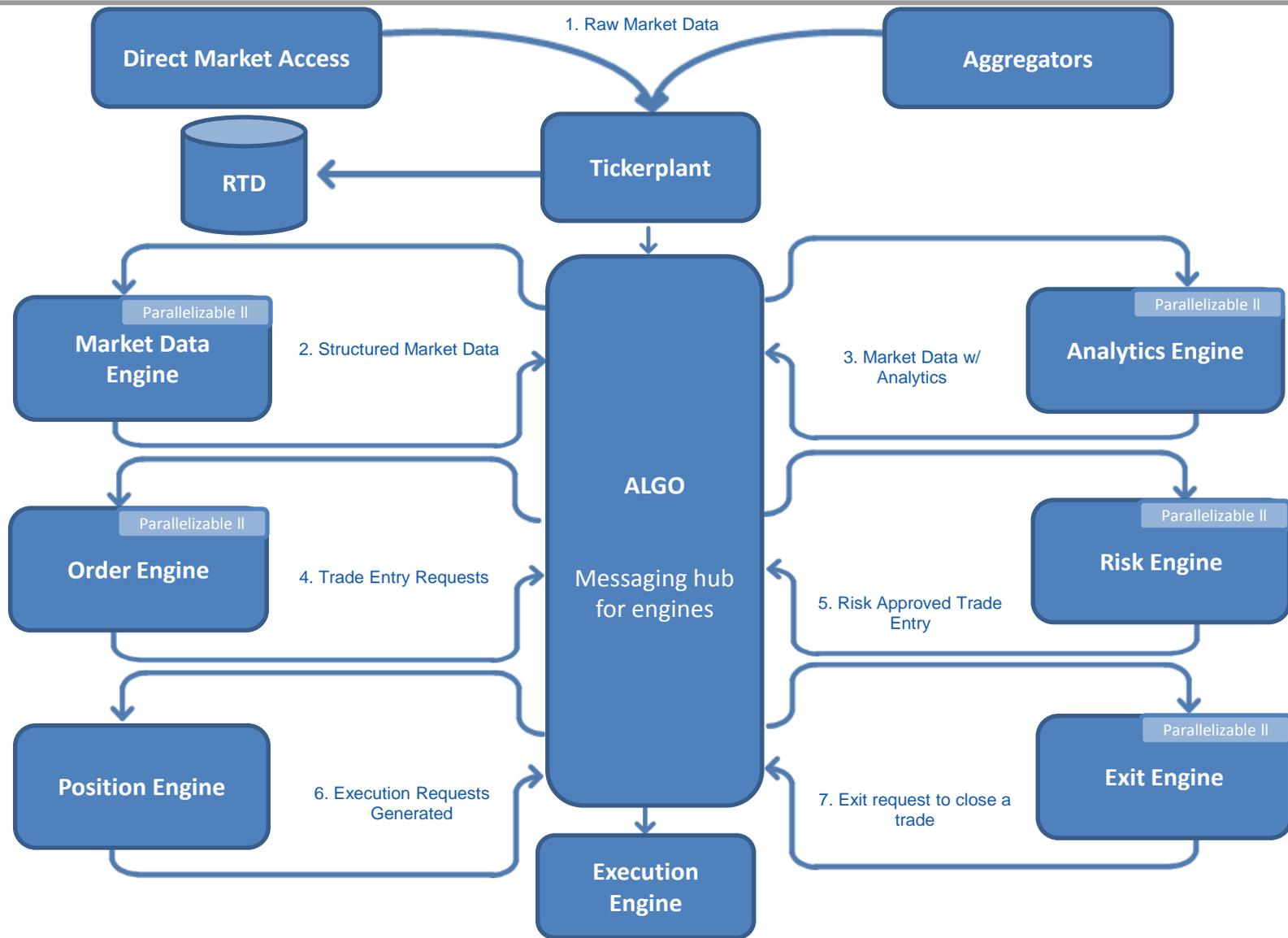
The Data Tsunami





The Data Tsunami







FIX Global

FACE₂FACE

Forums 2010

In support of

FIX PROTOCOL
INDUSTRY-DRIVEN MESSAGING STANDARD™

Technology requirements...

Exchange feeds ... (exchanges direct, data vendors ...)

- ✓ Becoming more commoditised

Technology Solutions ...

- ✓ High performance
- ✓ Table based solutions (moving from proprietary solutions)
- ✓ Fast, in memory, column splayed tables
- ✓ Scalable platform (add more servers to combat volumes)
- ✓ 64 bit architectures, massive memory (entire day in memory at once)
- ✓ Powerful languages, shorter code, shorter time to market a new algorithm
- ✓ Overall latency turnaround <40 microseconds

Execution Engines

- ✓ Becoming more commoditised (Fix)
- ✓ Smart Order Routing required (move venue selection to order routing box)
- ✓ Colocation