



## News Brief: SunGard's MarketMap Adds Unique Market Data Content for Wealth Managers, Advisors and Traders

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SunGard's MarketMap market data solution now offers additional "unique" content from several social sentiment, reputational risk, short interest, and company research providers to help wealth managers, advisors, and traders find new investment opportunities, respond rapidly to client needs, and differentiate their offerings. The following content is now available in aggregate through SunGard's MarketMap terminal:

- Social sentiment from Heckyl, which tracks and provides users with alerts on mood changes in the market toward a company's value before any price movement takes place
- RepRisk Index (RRI), which captures and quantifies the reputational risk exposure of companies across sectors and countries related to environmental, social and governance (ESG) issues, and helps mitigate reputational and financial risks
- SunGard's Astec Analytics Borrower Activity Rating, which identifies the most actively borrowed stocks in the market through an easy-to-understand indicator of short-interest
- The BATS One Feed, which provides a comprehensive view of reference quotes and trade data from all four BATS U.S. equities exchanges

"Market data is readily available. The differentiating value for a market data provider is to help their clients extract unique or unusual insights that enable them to uncover new market opportunities. Although many data providers and aggregators offer similar services, the ones who equip their users to gain faster access to information, along with the ability to quickly translate it into targeted areas of potential profit, will become the 'go to' service." – **Douglas B. Taylor, Founder and Managing Partner of Burton-Taylor International Consulting**

"There are enormous opportunities to dig deeper and wider to leverage broader access to unique value-add content and provide more value to customers. Such insights can lurk in all sorts of

places currently present in existing platforms but are yet to be discovered. SunGard's investment in unique content helps provide more advanced tools to make the data more relevant to meet more sophisticated client demands.” – **Harald Bina, head of product management, SunGard's global trading business**

SunGard's MarketMap market data solutions provide global, multi-asset class market data terminal and mobile applications, data feeds, customizable web components and historical databases, managed data and analytics to financial institutions, energy and commodities firms.

### **About SunGard Financial Systems**

SunGard Financial Systems provides mission-critical software and IT services to institutions in virtually every segment of the financial services industry. The primary purpose of these systems is to automate the many detailed processes associated with trading, managing investment portfolios and accounting for investment assets. These solutions address the processing requirements of a broad range of users within financial services, including asset managers, traders, custodians, compliance officers, treasurers, insurers, risk managers, hedge fund managers, plan administrators and clearing agents. In addition, we also provide professional services that focus on application implementation and integration of these solutions and on custom software development.