

Velocity for Equities

Features

- **Global Exchange Map (GEM)** – A flexible instrument listing and symbol mapping interface that collates data from disparate sources to create a single, logical view.
- **Customizable VWAP and analytics engine** – Calculate both real-time and historical VWAPs based on user-defined time intervals. Develop new benchmarks or run existing analytics libraries, and publish calculations out to thousands of users simultaneously.
- **Single platform for real-time and historical tick data** – Velocity is the only complex event processing (CEP) platform to combine ultra performance streaming technology with a time series historical database.
- **Direct exchange and vendor feed handlers** – Velocity supports a variety of aggregated feeds such as Reuters, Activ Financial, GL and Lava, and includes a feed handler software development kit for rapid interface development to direct exchange feeds or proprietary sources.
- **Faster intraday TCA** – Utilize user-extensible data store for storing and analyzing market data and executions in a single engine for faster transaction cost analysis.
- **Velocity XLStream™** – An easy-to-use plug-in for Microsoft Excel that connects spreadsheets to Vhayu Velocity.

Benefits

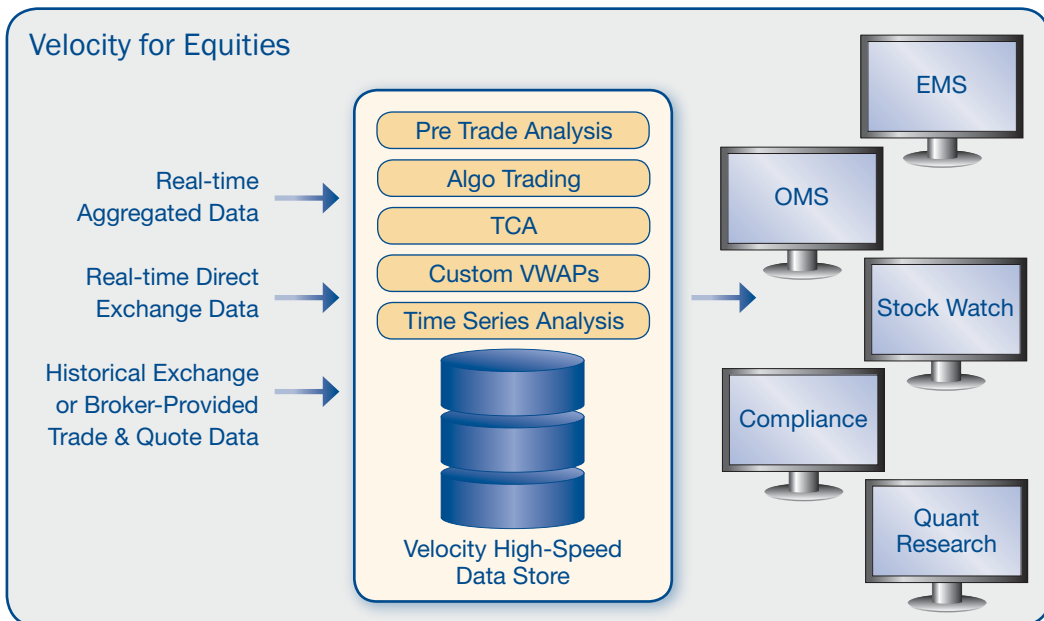
- **Reduced cost** – Out-of-the-box data mapping, normalization, analytics logic and data publishing reduce the overall cost of development and ongoing resource-intensive maintenance.
- **Flexibility** – Create custom calculations for pre-trade analytics, algorithmic execution strategies and TCA. The GEM also helps users manage symbol additions, changes and deletions, and automatically tracks new data.
- **Rapid data access** – Retrieve data more quickly than your competitors with SQL access via ODBC / JDBC to Velocity's patented data store, which improves query performance by 10x over traditional databases and reduces latency by eliminating the need to query external systems.
- **Single enterprise view** – Ensure that all applications are using the same market data and analytics across the enterprise for trading, compliance, research and benchmark reporting.

As data volumes continue to increase, many firms find that their legacy systems struggle to cope. And it's not just data volumes that pose a problem. Collating data streams from disparate sources puts traditional databases under strain as well. The cost of enabling these systems to keep up can be immense. Firms are faced not only with this high cost, but also with the risk that they will be unable to process data quickly enough to meet customer SLAs.

Velocity for Equities

When it comes to coping with dramatic rises in quote and trade data without sacrificing performance, Velocity for Equities is a critical tool. Velocity provides an asset class agnostic, fast data store. This helps firms normalize data and gain seamless, real-time access to both streaming and historical data in a single system – eliminating the need for clients to build and maintain a separate database. And by reducing the technology footprint, Velocity can dramatically reduce total cost of ownership.

These capabilities are directly linked to our pedigree. Vhayu's technology has been specifically designed to handle market data and address the complex needs of the equities market. We hire from leading trading firms to take the strain of handling market data off our clients' in-house IT teams. This gives us a unique perspective on market data and equips us to provide unparalleled quality to our clients.



For More Information

Vhayu Technologies Corp. 100 Cooper Ct. Los Gatos, CA 95032

Phone: 877.504.0006 Fax: 408.354.9820

www.vhayu.com

© Copyright 2008 Vhayu Technologies Corporation. All rights reserved. Vhayu, Vhayu Velocity, MegaTick, EventStream, Velocity Squeezer, Squeezer, The Market is Data and Capture. Analyze. Act! are trademarks or registered trademarks of Vhayu Technologies Corporation in the US and other countries. Any other trademarks contained herein are the property of their respective owners. Product descriptions are subject to change without notice.