

DataGenic

integrating your world

DataGenic - Value Proposition

About DataGenic

Since its creation in 2002, DataGenic is recognised as an international specialist in the delivery of data management solutions. DataGenic has developed an unrivalled knowledge of interval data, market pricing and reference data required by the industry, the complex usage of this data in analysis, trading, decision support, risk management, portfolio optimisation, operations and sales, and the technology needed to deliver and integrate information across the enterprise.

From a low-cost entry level to a full enterprise strength system, DataGenic sets a new standard in data management and operational efficiency by delivering the system infrastructure, flexibility and features to benefit from all their data assets within operational business processes.

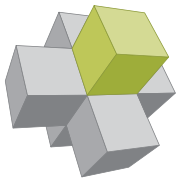
The benefits that we offer our clients from the pursuit of our design goals are: configurability, manageability, reliability, availability and scalability. This ensures that our solutions are cost-effective for our customers to implement and maintain.

Providing Solutions for our Clients

DataGenic's flexible and configurable market solutions get the job done. We are justifiably proud of our reputation for providing innovative solutions and solid results for some of the world's most admired companies and organisations. So whether you are:

- A utility positioned within the deregulated, transitional or regulated markets grappling with the unprecedented volumes of data
- An energy company committed to trading commodities during this time of unprecedented volatility
- A financial firm engaged in the highly regulated and challenging data management environment of the securities and investment management industry
- A Public sector organisation requiring increased flexibility and security from existing data currently managed in your SunGard FAME investment

DataGenic has the right product to fit your business need and budget!



Our Value Proposition

DataGenic products and services enable customers to:

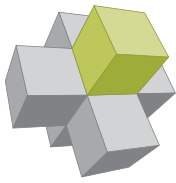
- Transition from disparate silo data environments to consolidated enterprise-wide business views
- Empower our clients with the tools to integrate with ANY data information source without vendor assistance
- Integrate with any 3rd party or internal system with our open-architecture server
- Ensure consistent, reliable accurate information forming a 'single version of truth'
- Providing powerful client applications for efficient analysis and data manipulations



What makes DataGenic Different?

Our mission is to develop innovative and leading-edge software solutions for the creation of economic value from time-series and reference data. We are unrelenting in this pursuit and will continue to invest heavily in research and development. Although there are many reasons why we are different to your incumbent provider or internal system, here are a few that our clients have told us:

- **Enterprise Architecture:** 3-Tier architecture providing a dynamic platform that is designed for high performance, flexibility, ease of maintenance, component reusability, and scalability, while hiding the complexity of distributed processing from the user.
- **Ease of Data Integration:** Extensible component libraries provide organisations with the flexibility, reliability and agility to respond quickly to new data integration requirements, consolidate vendors, standardise on one integration solution and reducing the overall cost.



- **Corrections & Versioning:** Full data versioning on all changes to data is enforced, with the ability to easily roll-back to previous data versions or generate corrections reports.
- **Integrated VBA** (Visual Basic for Applications): Fully integrated, versioned and auditable, VBA can readily be used for complex procedures and algorithms.
- **Standard High Reacting Service Level Agreement (SLA):** Our standard SLA offered to every client would rival any custom SLA in the market!
- **Flexible Data Model (OOD):** The flexible data model provides flexibility and structure to represent your data and business entities, defining characteristics, behaviour and relationships immediately.
- **Security & Auditing:** Single sign-on or user name and encrypted password server with extensive auditing and reporting features, supporting 'out-of-the-box' support for European and US regulations.
- **Workflow & BPM:** Providing the platform to ensure a highly flexible, convenient and transparent approach in the automation and management of process flows, including validation, exception management, presentation and publishing tasks.
- **Over 150 Managed Market Data Feeds:** A comprehensive data aggregation service for energy and finance market participants for mission critical market data sources and financial information from OTC markets, Brokers, Exchanges, Assessment Providers, Government bodies and other authoritative institutions.
- **Award Winning Applications:** Awarded the prestigious Gold Global Energy Business Award for Excellence in Energy Technology in our first year of submission.

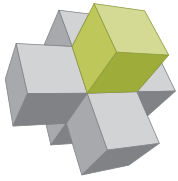
Thinking of moving Software and Service Partner?

As the global economy continues its relentless pursuit of contraction, the costs of operating a company's services come under the microscope. The recession necessitates a review of the costs that are required to sustain your company in the tough period ahead whilst ensuring that the services offer value for money.



We are confident that our software and services can provide added value over your current incumbent system, and save you money - in good times and in the bad ones.

If DataGenic sounds like the type of progressive and flexible vendor partner that you would like to know more about, please contact your local sales office for more details.



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Contact Information

For more information about DataGenic and how we can help your business please contact your nearest office.

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