

DATA-ON-DEMAND

NASDAQ Data-On-Demand is a cloud-based computing solution that provides easy and flexible access to large amounts of high quality and reliable historical Level 1 data for NASDAQ-, NYSE- and other regional-listed securities.

▶ Winner of the 2011 IMD Award 'Most Innovative Market Data Project (Vendor)'



REDUCE COSTS— INCREASE EFFICIENCY

Historical tick data is becoming increasingly important for research, back testing of strategies and verification of internal data. However, collecting and storing such large data sets requires substantial infrastructure and resources. This poses challenges for many firms and can take resources away from their core business.

NASDAQ Data-On-Demand gives customers a way to cherry pick the specific subset of data with pinpoint accuracy. Instead of combing through very large data sets of historical tick data, developers can select very specific data sets and obtain them on-demand for instant processing.

A central repository for the industry, Data-On-Demand offers several different ways to extract valuable data at much lower costs than previously possible. Initially containing consolidated Best Bid and Best Offer and Last Sale information, Data-On-Demand allows customers to use the data in a multitude of ways including:

- ▶ Automate back testing of trading algorithms or validate internal data without committing to storing huge amounts of data locally.
- ▶ Build front-end applications (such as NASDAQ Market Replay) that are integrated into trading applications.
- ▶ Create an outsourced backup data solution.
- ▶ Provide easy access to raw data for compliance purposes.

ACCESSING DATA-ON-DEMAND

Data-On-Demand is a web-based application that expands access by allowing data to be purchased online by both individual and professional traders.

As Data-On-Demand is a technology agnostic and open platform, customers can code in ANY language to retrieve the data. This alleviates the need to change existing coding language, making deployment fast and easy.

The data can be retrieved using CSV for easy analysis in Microsoft Excel or other programs. It is available via HTTP or SOAP. Code samples for retrieving the data are available in a variety of languages and technologies, including VB.NET, C#, ASPX, ASP, VB6, Java/Axis, PHP/ NuSoap, PHP5, Perl/ SOAPLite, XSLT.

PREMIER SUBSCRIPTION WITH MASS DOWNLOAD

Users can download an unlimited amount of historical Level 1 data through the Premier subscription level. This helps alleviate the need to monitor usage for firms/users who require large sets of historical stock market prices, quotes or additional analytics such as VWAP or EOD data.

Premier subscribers receive complimentary access to Mass Download functionality, allowing for large batch download requests and even recurring nightly reports that automatically download as soon as data is available. Firms can integrate data directly into existing applications or databases.

MORE INFORMATION

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