



QUALITY TRADING SOLUTIONS

**max**

**DATA SERVICE**

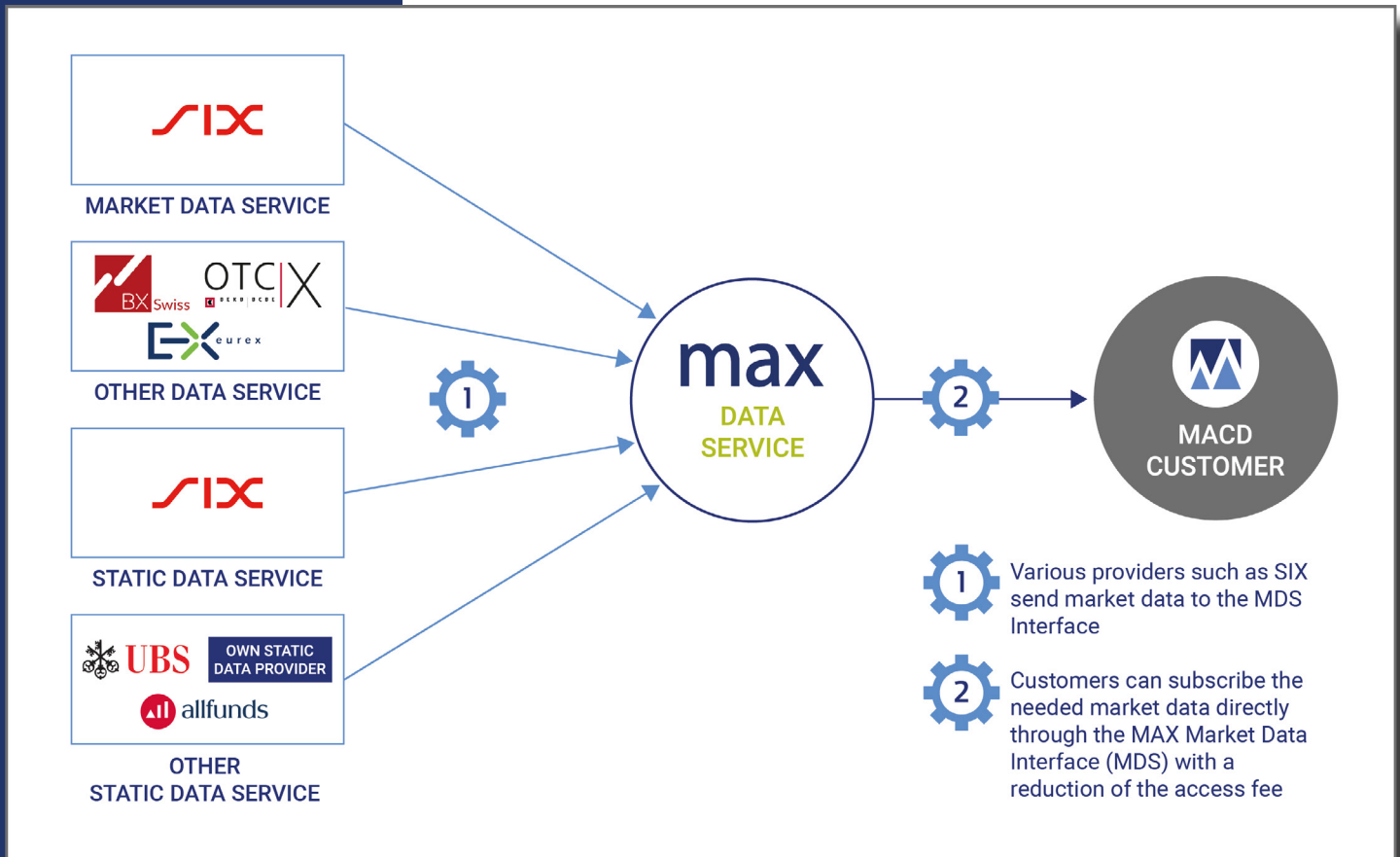
The Latest Data From the Global  
Financial Markets at a Glance

# YOUR CONNECTION TO THE GLOBAL FINANCIAL MARKETS

The MAX Data Service reduces complexity as well as effort and also allows you to flexibly customize your data streams.

The MAX Data Service includes two areas:

- ✓ Market Data (Market Data Service - MDS)
- ✓ Master Data (Global Instrument Service - GIS)



## MARKET DATA

Market data enables the automated processing of orders in the MAX OMS, e.g. conditional orders, routing decisions. In addition, the subscribed market data is available in the GUI in real time.

For the direct feed of SIX market data (without using our Market Data Service) the SIX Swiss Exchange recommends a certain minimum bandwidth, which can lead to technological restructuring of the infrastructure and higher operating costs for the customer.

The Market Data Service provides you a lightweight access to SIX market data as well as a unified service that integrates other market data streams, e.g. Eurex, BX Swiss, OTC-X.

Via the scalable MDS Aggregator we bundle for you the consolidated and standardised market data of all markets connected via MACD.

MACD therefore offers you a hosted solution with lower bandwidth requirements for obtaining market data.

## MASTER DATA

The security master data gives the trader all information about the product he is trading. All identification features such as ISIN, description or full name are displayed to the trader as conveniently as, for example, the expiration date of contracts or the accrued interest date of bonds.

Various rules can be set on master data (e.g. routing decisions, cut-off times for funds). The MAX Master Data Service (Global Instrument Service, GIS) covers all instrument types from stocks to bonds to funds and offers maximum flexibility at low effort.

For this purpose we have implemented a two-step concept: standardised master data are consolidated and integrated in a central GIS operated by MACD. Thus, generally available master data from markets, e.g. SIX and Eurex, as well as from brokers, e.g. UBS, are directly available to the customer.

In addition, master data from the banking system or other locally available sources of the customer can also be imported into MAX.

## FLEXIBLE, SCALABLE & RELIABLE

The market data and master data can be displayed, accessed and used in the MAX Market GUI. The MAX Market GUI and the MDS Aggregator are connected to the MDS in both data centers of MACD and therefore have a high reliability.

In addition, MDS and MDS Aggregator are scalable. Only the information requested by the customer is ever transmitted from the MDS. Multiple requests from a customer for the same instrument are bundled into one subscription by the MDS Aggregator. This optimizes the number of subscriptions for the MDS and reduces the bandwidth required.

However, the MDS Aggregator could also be used in isolation to feed data into other systems of the bank (e.g. host or banking system, risk system).

## BLOOMBERG MARKET DATA FEED

The Bloomberg Market Data Feed enables the display of all real-time market data subscribed to Bloomberg in the MAX trading interface.

This helps the trader to keep an overall view of the markets, but also to make decisions on price limits of orders, which are then sent to the broker for execution.

The condition for this service is that MAX is started on the same physical computer as Bloomberg.

## MAX SERVICES

- ✓ Exchange Direct
- ✓ Broker Connect
- ✓ Customer Connect
- ✓ Data Service
- ✓ Multi Broker Network
- ✓ Fund Trade
- ✓ FX Trading
- ✓ Digital Assets Trading
- ✓ Routing Hub
- ✓ ETD Trade
- ✓ Business Oriented Testing

## CHOOSE MORE MAX FUNCTIONALITIES

MAX has a modular structure. We will put together a product tailored to your needs. Of course, every MAX service includes our basic services, such as technical account management, support and personal assistance.

For more information, see our [MAX Trading System brochure](#) and our [website](#).

## ABOUT MACD

As specialist for electronic trading, MACD has been successfully developing products and services for financial institutions for more than 25 years.

The company is market leader in trading connectivity in Switzerland. More than 60 banks and exchanges across Europe trust in the comprehensive range of services in software development, project management, consulting, hosting and support.

Around 40 IT engineers, computer scientists and economists are working on innovative solutions at locations in England, Germany and Switzerland.

Since 2004 MACD has been a member of the [FIX Trading Community](#), where George Macdonald, CEO MACD has been involved in various roles, including director.

[www.macd.com](http://www.macd.com)



**GIANMARCO LO NIGRO,**  
SALES & ACCOUNT  
MANAGEMENT, MACD

Please feel free to  
contact us at any time!  
[sales@macd.com](mailto:sales@macd.com)  
T +41 43 343 30 00