Inside Market Data
Chicago | 2012

FREE attendance for qualified end-users

September 27, Chicago
Mid America Club

Bringing together end users and high level executives from leading financial institutions to discover the latest hot topics, core developments and cutting edge solutions that are driving the data management and technology community.

- Regulatory changes
- Low-latency trading architectures
- Valuations and pricing
- Big data
- Data management
- Vendor management

Speakers include:

Michael Peters, Vice President, NORTHERN TRUST

Mehmet Yanilmaz, Partner, MYRA TRADING

John Netto, President, M3 CAPITAL

Ugur Arslan, Founder and CEO, AIEN CAPITAL

Peter Nabicht, Chief Technology Officer, ALLSTON TRADING

Daniel Penley, Director of Algorithmic Trading and Execution, SPOTTRADING

Howard Halberstein, Diagnostic Lead – GT Clinics and Vice President – Application Services – Performance, DEUTSCHE BANK

Dr. Andrew Kumiega, Director of Quality, INFINIUM CAPITAL MANAGEMENT

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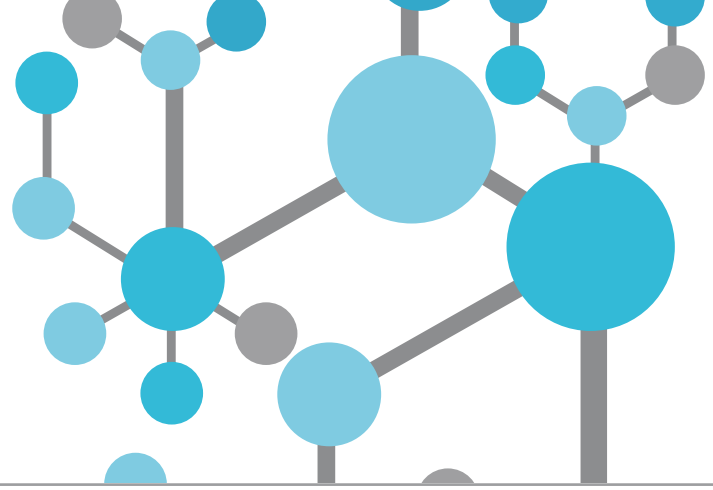
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● Welcome

Dear Colleague,

We are delighted to invite you to the fourth annual **Inside Market Data Chicago** summit on September 27. This year the financial industry is being affected by sweeping changes in regulation which call for greater transparency around pre-trade and post-trade reporting.

At the same time, issues of speed, capacity, hosting and co-location continue to be key challenges for trading firms of every type.

The 2012 agenda aims to meet these challenges and provides a timely and vital platform for industry professionals such as yourself.

Inside Market Data Chicago 2012 comprises of two dedicated streams, which provide opportunities to drill down into specific issues. One stream will focus on market data management policies, vendor management and compliance, the other will focus on low-latency technologies and infrastructure.

The day will also include a case study focusing on risk controls associated with high speed trading and panel discussions on big data management, valuations, data quality management, compliance, infrastructure and connectivity, data analytics and trading architecture.

With a diverse range of expert speakers from global financial institutions and local representatives, this year's event is not to be missed.

We look forward to welcoming you on September 27.

With kind regards,

Max Bowie
Editor
Inside Market Data

Who should attend Inside Market Data Chicago 2012?

- Chief Data Officer
- Chief Information Officer
- Chief Operating Officer
- Chief Technology Officer
- Global, Regional, Country Heads; Directors and Senior Management with responsibility for:

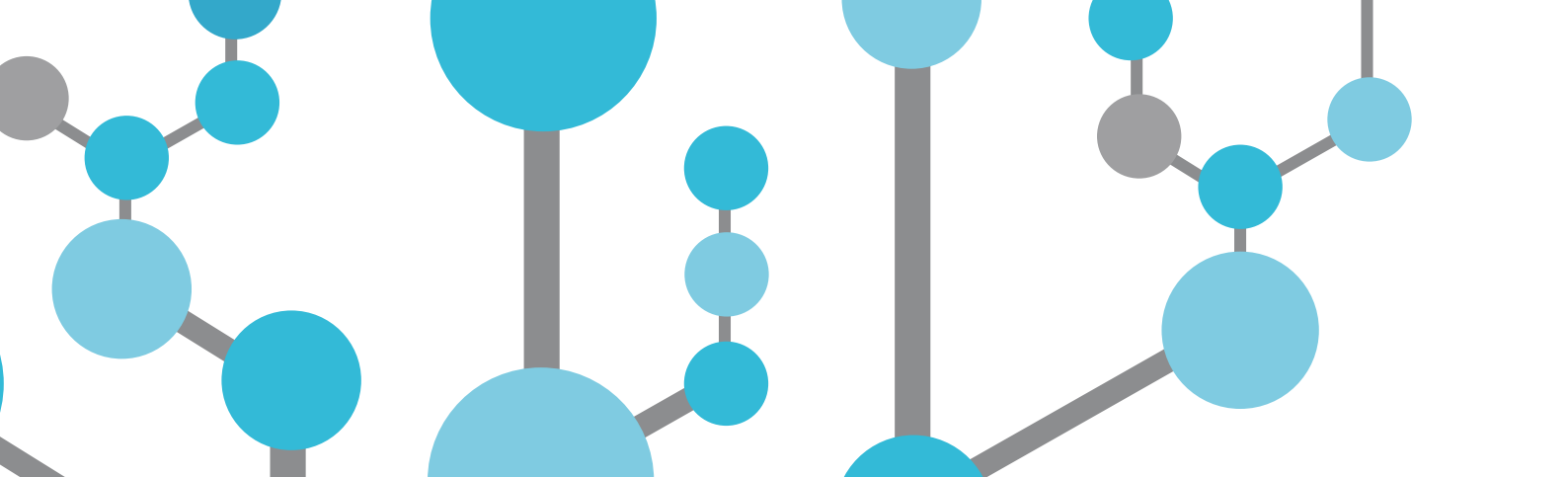|	
Market Data Services	IT Strategy & Trading Technology
Data Administration	
Market Data Commercial	Electronic Trading & Execution
Client Data Services	Market Data Operations
Data Architecture	Data Desktops and Infrastructure
Data Outsourcing Algorithmic Trading	Market Data Analysts
Information Systems	

What's in it for you?

- **Hear** about the latest market data management strategies

- **Negotiate** better terms with vendors

- **Learn** about the real value of data, current regulatory requirements and risk management

- **Discover** how to optimize low-latency trading architectures to beat the clock and the competition

- **Discuss** solutions to overcome data management challenges

- **Meet** with your peers while making key industry contacts

insidemarketdata.com/chicago

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● Morning Program

● 8.10	Registration and breakfast
● 8.30	Welcome remarks
● 8.40	Keynote address

● 9.10 — End-user Panel: Market data management in the battle zone of Chicago's changing regulations
- Procuring profitable data: Assessing the real value of data and are current prices justified?
- Time to market: Best practices for the implementation of new products
- Developing synergy between practitioners and vendors: Establishing effective lines of communication
- Adapting to the implications of data licensing and compliance for an increasingly mobile workforce and client base

Moderator: **Peter D. Hanson**, Managing Partner, ASTOR CAPITAL MANAGEMENT
Shawn Baldwin, Chairman, CAPITAL MANAGEMENT GROUP
Mustafa Maqbool, Chief of Staff, INFINIUM CAPITAL MANAGEMENT
Michael Peters, Vice President, NORTHERN TRUST
John Netto, President, M3 CAPITAL

● 10.10 — Morning break

Managing Chicago's market data: Perspectives, challenges and current dynamics	Eliminating technological challenges: Scalable solutions in storage and trading architecture
● 10.30 — Opening Remarks	**Opening Remarks**

● 10.35

Panel: Clarifying the methods of pricing, valuations and ratings • The buck swaps here: The impact of SEFs and new venues on trading activity, data volumes and quality, and the data businesses of existing marketplaces • Information arbitrage: Using OTC pricing methodologies to identify inefficiencies in exchange-traded instruments • Valuing VAR: Understanding risk for better trading through accurate evaluations and effective challenges • Rating ratings, research and tweets: Identifying competitive value from additional datasets and tools	**Panel: Re-architecting enterprise infrastructure for the "age of Big data"** • Putting the "data" in "Big Data": the benefits and challenges of applying new techniques to processing market data • Building the foundations to raise the roof: Breaking down data silos to improve enterprise communication and data quality, and reduce architectural complexity • Storm or silver lining: Expanding the use cases for how and where to harness the power of cloud computing • From handlers to Hadoop: Finding the right technologies to future-proof your firm for massive throughput and storage requirements
Moderator: **Eric Hiller**, Managing Director, ROYAL BANK OF SCOTLAND **Benny Tjahjono**, Financial Markets Group, FEDERAL HOME LOAN BANK OF CHICAGO **Mark Freeman**, Business Analyst, NORTHERN TRUST	Moderator: **Howard Halberstein**, Diagnostic Lead – GT Clinics and Vice President – Application Services – Performance, DEUTSCHE BANK **Cris Doloc**, Head of Firm Wide Valuation Services, CHICAGO TRADING COMPANY **Mehmet Yanilmaz**, Partner, MYRA TRADING

● 11.20

Panel: Show me the money: Measuring, monitoring, managing and monetizing data quality and compliance • Quantifying quality and the costs and benefits of good data management policies and practices, from accuracy in the front office to timely back office reporting • The costs of compliance vs. non-compliance: Ensuring adherence to exchange and vendor licences, and implementing and enforcing rules around usage • Mining what's mine: Establishing data ownership and stewardship to capture, keep and make the most of in-house data assets • Rise of the machines: Is a fully-automated data factory feasible for quality control, or is human intervention still needed to put the "man" in Data Management?	**Panel: High noon for Low-Latency: Is being fastest on the draw still enough?** • Assessing how the value, importance and cost of achieving low latency is changing for different market participants? • Breaking the speed limit: How fast is fast enough, what new approaches and technologies can firms leverage to optimize latency across their entire trading architecture? • The "haves" vs. the "have-nots": Where firms dropping out of the latency race can focus efforts to remain competitive • A new sheriff in town: Leveraging Low-Latency technologies to satisfy risk management and regulatory requirements • The future beyond futures: Applying latency lessons to low-frequency asset classes
Dr. Andrew Kumiega, Director of Quality, INFINIUM CAPITAL MANAGEMENT **Jay Norris**, Principal, CLOVERNEST FINANCIAL GROUP **James Austin**, Managing Partner, LEKKA CAPITAL MANAGEMENT	Moderator: **Prof. Benjamin Van Vliet**, IIT, STUART SCHOOL OF BUSINESS **Ugur Arslan**, Founder and President, AIEN CAPITAL **Robert Creamer**, Chief of Executives and President, GENEVA TRADING **Peter Nabicht**, Chief Technology Officer, ALLSTON TRADING **Senior Representative**, AZUL SYSTEMS

● Afternoon Program

● 12.05	Lunch break

● 1.05 Case study

Howard Halberstein, Diagnostic Lead – GT Clinics and Vice President – Application Services – Performance, DEUTSCHE BANK

● 1.30 Panel: Thinking outside the loop: Infrastructure and connectivity for joined-up trading strategies
- Too close ain't close enough: Combining Co-Location and proximity hosting to achieve optimal trading for multi-venue strategies
- Reducing distance, raising cost: Overcoming space, power and hardware limitations of co-locating across multiple locations, and the impact of exchange consolidation and new venues
- Data centres as the new exchange floors: Identifying the most valuable locations to Co-Locate
- Beam me up, data: From neutrinos to quantum teleportation, which new developments offer potential for competitive advantage, and which are just science fiction?

Moderator: **Manisha Kimmel**, Executive Director, FINANCIAL INFORMATION FORUM
Daniel Penley, Director of Algorithmic Trading and Execution, SPOTTRADING
Charles Hoop, Director Cost Strategy and Strategic Sourcing, UBS
Mark Casey, President and Chief of Executive, CFN SERVICES

● 2.15	Afternoon break

● 2.45 Case study

Carol L. Clark, Senior Policy Specialist, FEDERAL RESERVE BANK OF CHICAGO

● 3.10 Panel: How to avoid the pitfalls of hidden complexities in data analytics
- What data should you analyze?
- Know your data: Leveraging knowledge to maximise value in decision making
- Social Trading: Evaluating sentiment data to predict trading opportunities and the future of the markets
- Displaying data analytics visually

Andrew Paul Acosta, President and Chief Data Scientist, MILESIUS CAPITAL RESOURCES
Chris Gersch, Founder and Director of Portfolio Management, ALTIMUS CAPITAL
Andy Boettcher, Senior Supervision Analyst, FEDERAL RESERVE BANK OF CHICAGO

● 3.55 Closing remarks

● 4.00 Drinks reception

FREE attendance for qualified end users

Registration

Standard price	$999
Early-bird price (Expires August 1)	$799
Qualified financial end-users*	Complimentary

*Qualified end-users includes investment banks, asset managers, institutional investors and hedge funds

To register please visit **insidemarketdata.com/Chicago** or email **sam.lawson@incisivemedia.com**

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● Panel sponsors

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Optimizing the power of your network

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Fitch Solutions

A division of the Fitch Group, Fitch Solutions brings to market a wide range of fixed-income data, analytical tools and related services. The division is also the distribution channel for Fitch Ratings content.
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E: bene.archbold@incisivemedia.com

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● HOW TO BOOK

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