
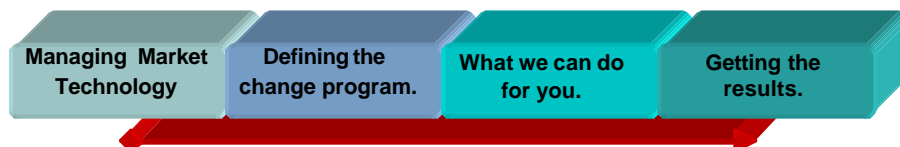


<b>Professional Services</b>	Cost & Contract Management	Technology Selection	Implementation	Dealing Rooms	BPRO
	<b>II. MANAGING BUSINESS PROCESSES</b>				



## Managing Market Technology

The scope of many of our discussions with financial institutions revolve around these main headings:

- The implementation of market data management structure including supportive tools and procedures.
- Dealing systems review
- Data content and technology review
- Follow – up/Implementation

The objective of this document is to share some of our experiences in these areas, including the presentation of sample approaches and to provide a profile of Spearhead Professional Services.

## Dealing Room Characteristics

Dealing rooms share a number of similar characteristics:

- There is a patchwork of highly complex technology solutions with many legacy-based systems still used.
- There is a constant change of business requirements.
- Users (the business need) and the technology support function (what can be delivered within agreed parameters) are often in conflict.
- Large capital destruction happens when mergers or takeovers occur.
- There is often no detailed and standardised cost information available for technology, information, telecommunications, support and maintenance.

In summary, there are high and increasing costs in terms of the technology, specialised applications, market data, maintenance, support and human capital involved in providing the infrastructure to your dealing room.

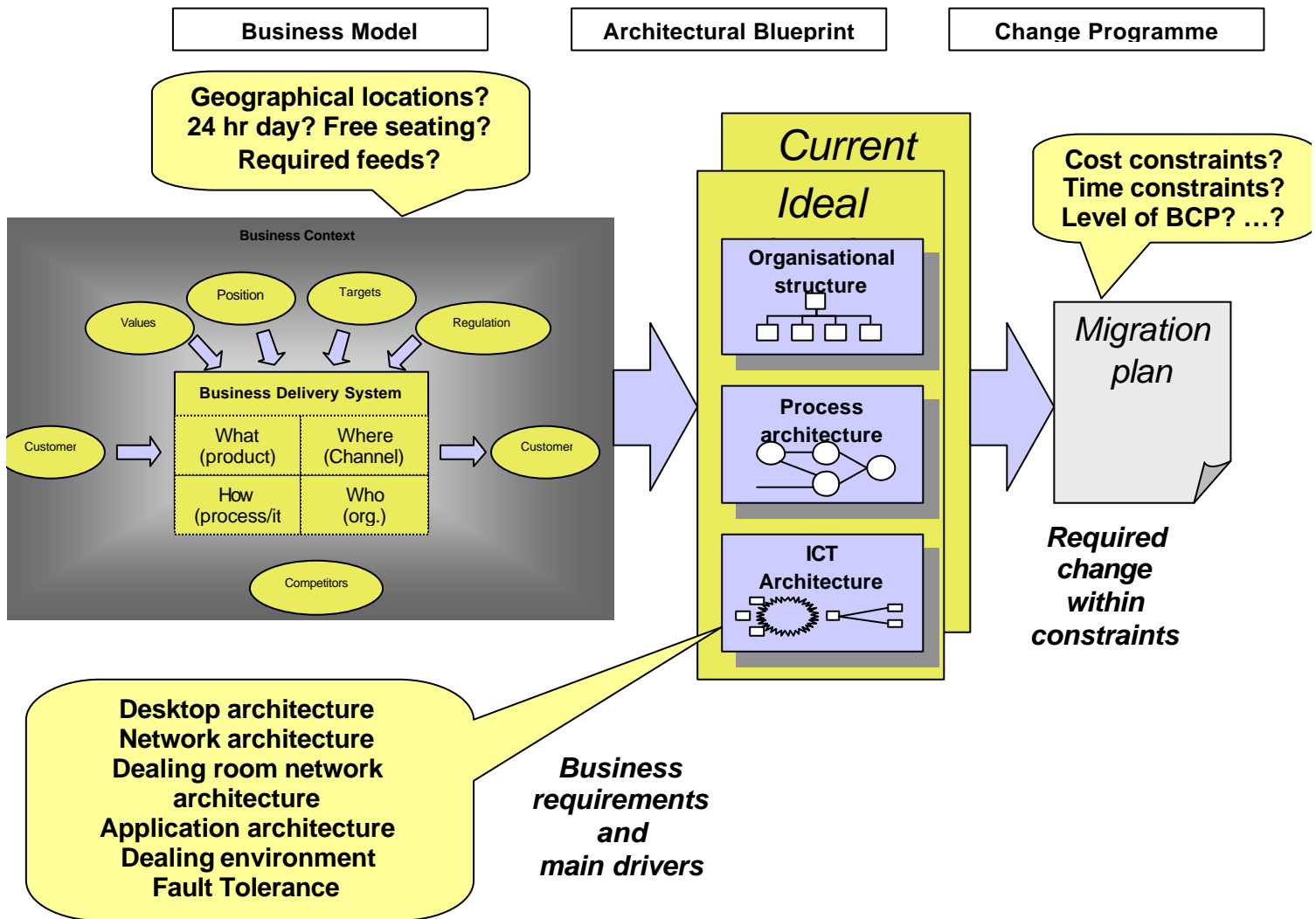
## Strategic Issues

When we undertake strategic technology reviews with our clients, we look to delve deep into the heart of the core issues you are facing. Below are examples of the types of strategic issues you face and we can assist you with.

- What are the main drivers for your technology projects?
- Are these being driven by business needs due to a change in the functionality or are the costs of the current services too high?
- Do you need to relocate or migrate your users?
- What organisational and strategic issues are you facing?
- How are your relationships with your current suppliers?
- What technology issues are you facing e.g. performance, speed, reliability, scalability or interfacing?

These factors will determine the scope, complexity and the risk of any project that you undertake.

## Business Driver to Change in a Dealing Room Context



Part of our process is to examine the business drivers to change in a dealing room context. We look at the requirements of the business; the architecture that is required to achieve those needs and provide management expertise through the change programme.

### Managing The Change

By default we use the Prince 2 project management method to provide a structure flow to our projects. Our aim is to be as cost effective as possible and for example we will re-use your existing investments in technology where possible. We will follow the agreed architecture and focus on achieving results within the business plan and avoid unnecessary risks to deliver the project.

### Approach in Other Projects

- Solution Selection
- Market Data Management
- Dealing Room Migration & Moves

### Solution Selection

Spearhead and Partners are fully equipped to assist you with selection the best package solution for your organisation whether you wish to develop in-house or use external providers.

## Strategic Choice – Build or Buy

In-house benefits:	Package
Independence Full control of functionality Full control of technical choices Cost can be amortised.	Reduced implementation time Less risk (typically proven solution) Best practice No build effort required

### The Selection Process (Overview)

How is the selection process managed? Spearhead can provide a formal methodology to vendor selection to assist you in making the best choice for your business needs. How does this process work?

Scope	
<b>Orientate</b>	How: Request for Information. Result: Long list of options
<b>Focus</b>	How: Request for Proposal (RfP) Results: Short list (3 to 4 suppliers)
<b>Compare</b>	How: Discussions, demonstrations Result: Final two suppliers
<b>Assess</b>	How: Product walk through; reference site visits Result: Preferred supplier
<b>Ensure</b>	How: Proof of concept, negotiation, and joint project set-up. Result: Selected supplier
<b>Implementation</b>	

### Market Data Management

Cost reduction is the main driver for superior market data services, dealing room and fund management technology solutions.

The objective is to provide the end user with access to the best information whilst reducing or minimising the cost of the service.

Spearhead provide the management tools, will do the implementation and provide your organisation with support to build a professional market data services team.

### Dealing Room Migration & Moves

Spearhead is able to guide organisations through the entire life cycle of a dealing room migration. How complex does this get? The answer is very!

Below are the key issues when undertaking a dealing room migration to new technology or moving the entire floor.

Area	Available Expertise
<b>Planning &amp; Design</b>	Feasibility studies, definition of project scope and a complete plan of approach (covering floor plans, desk environment, back up & recovery, service level target gap analysis and so forth.
<b>Migration &amp; Move</b>	Construction and installation
<b>Management &amp; Support</b>	Manage, support and maintain the dealing room infrastructure – SLA's insourcing, outsourcing, and market data management tools

## **What Can We Do For You?**

We know the business and what is required from IT to support your business. Our expertise covers the following areas:

- Feasibility study/cost benefit analysis
- Solution selection
- Project, change and interim management
- Process redesign
- Architecture

## **Initial Steps – Defining Your Requirements**

- What is the scope of the overall problem/project?
- What are the project requirements?
- What is the approach for the solution design and implementation?
- What is the appropriate architecture for the proposed solution?
- What is the price for the design and planning of the solution?
- What is a ballpark price and timeline for implementation of the solution?

## **About Spearhead Professional Services**

Spearhead is an international company dedicated to knowing the business issues and interests of its customers and of its customers' markets. We focus on banking, broking, fund management and all other users of financial information services. We have an impressive track record with over 200+ clients<sup>1</sup> in the areas of cost optimisation and cost reduction in the European Banking scene.

We are also experienced in the business and technology issues associated with market technology. We are committed to having the most up-to-date information on the major issues that market technology professionals need to have:

- Market Data Management,
- Straight Through Processing,
- Dealing Room construction, and
- Software selection for financial applications and services

## **FOR FURTHER INFORMATION PLEASE CONTACT:**

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