**NYSE Euronext**

Site Map

NYSE Technologies Optimization

April 28, 2020

# High Level Site Map & Legend



| | 0.0 |
|---|---|
| Home | |

**Main Navigation**

| | 1.0 |
|---|---|
| Transact on Markets | |

| | 2.0 |
|---|---|
| Enhance Infrastructure | |

| | 3.0 |
|---|---|
| Access Market Data | |

| | 4.0 |
|---|---|
| Solutions | |

| | 5.0 |
|---|---|
| Voice | |

**Utility Navigation**

| | 6.0 |
|---|---|
| Customer Support | |

| | 7.0 |
|---|---|
| News & Events | |

| | 8.0 |
|---|---|
| Learning Center | |

| | 9.0 |
|---|---|
| Contact Us | |
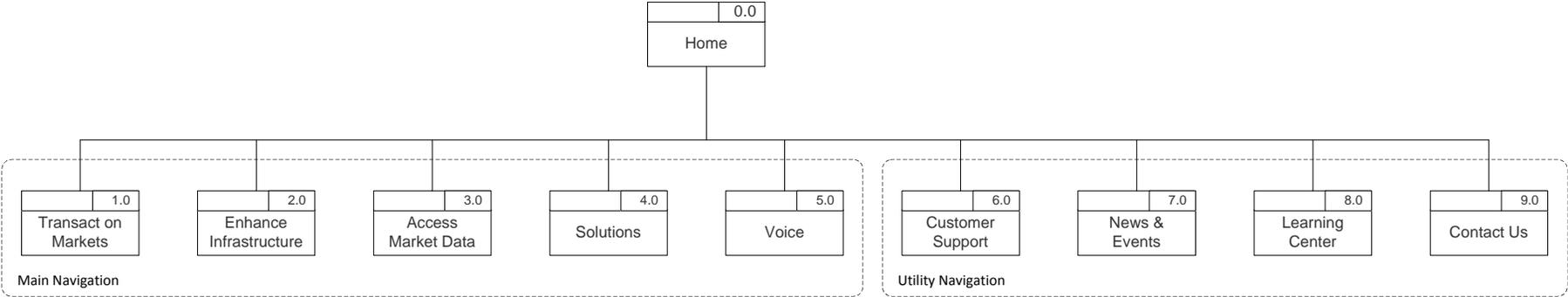
**LEGEND**

Multiple Pages Use the Same Template

**P** Lowest product level

**F** Form page

# 1.0 Transact on Markets

```
┌──────────────┬─────┐
│              │ 0.0 │
├──────────────┴─────┤
│ Home               │
└──────────────┬─────┘
               │
┌──────────────┬─────┐
│              │ 1.0 │
├──────────────┴─────┤
│ Transact on        │
│ Markets            │
└──────────────┬─────┘
```

Voice

Provides quick and easy access to relevant articles from the voice section as they relate to Transact on Markets.

Algorithm Chassis
Trade Management
Low Latency Channels
Configurable Order Routing

```
┌──────────────┬─────┐         ┌──────────────┬─────┐         ┌──────────────┬─────┐
│              │ 1.1 │         │              │ 1.2 │         │              │ 1.3 │
├──────────────┴─────┤         ├──────────────┴─────┤         ├──────────────┴─────┤
│ Connect to FIX     │         │ Manage Market      │         │ Apply Exchange     │
│ Marketplace        │         │ Risk               │         │ Solutions          │
└──────────────┬─────┘         └──────────────┬─────┘         └──────────────┬─────┘
```

Secondary level template (product bundle)

```
┌──────────────┬──────┐        ┌──────────────┬──────┐        ┌──────────────┬──────┐
│              │ 1.1.1│        │              │ 1.2.1│        │              │ 1.3.1│
├──────────────┴──────┤        ├──────────────┴──────┤        ├──────────────┴──────┤
│ Market Place        │        │ Market Access       │        │ Universal Trading  │
│                     │        │ Gateways            │        │ Platform      [P]  │
└──────────────┬──────┘        └──────────────┬──────┘        └────────────────────┘
```

```
┌──────────────┬────────┐      ┌──────────────┬────────┐
│              │ 1.1.1.1│      │              │ 1.2.1.1│
├──────────────┴────────┤      ├──────────────┴────────┤
│ One-to-Many Trade     │      │ Market Access         │
│ Communications  [P]   │      │ Gateway       [P]     │
└───────────────────────┘      └───────────────────────┘
```

Product detail template

```
┌──────────────┬────────┐      ┌──────────────┬────────┐
│              │ 1.1.1.2│      │              │ 1.2.2  │
├──────────────┴────────┤      ├──────────────┴────────┤
│ FIX Version           │      │ Sponsored Access      │
│ Translation     [P]   │      │                       │
└───────────────────────┘      └───────────────────────┘
```

This is a downloadable agreement (PDF) for each exchange.
Need new content.

```
┌──────────────┬──────┐
│              │ 1.1.2│
├──────────────┴──────┤
│ FIX Certification &  │
│ On-boarding   [P]    │
└──────────────┬───────┘
```

```
┌──────────────┬──────┐        ┌──────────────┬──────┐
│              │ 1.1.3│        │              │ 1.2.3│
├──────────────┴──────┤        ├──────────────┴──────┤
│ FIX Engines         │        │ Risk Controls       │
└──────────────┬──────┘        └──────────────┬──────┘
```

```
┌──────────────┬────────┐      ┌──────────────┬────────┐
│              │ 1.1.3.1│      │              │ 1.2.3.1│
├──────────────┴────────┤      ├──────────────┴────────┤
│ Appia           [P]   │      │ Risk Management       │
│                       │      │ Gateway       [P]     │
└───────────────────────┘      └───────────────────────┘
```

```
┌──────────────┬────────┐
│              │ 1.1.3.2│
├──────────────┴────────┤
│ Tradescope      [P]   │
└───────────────────────┘
```
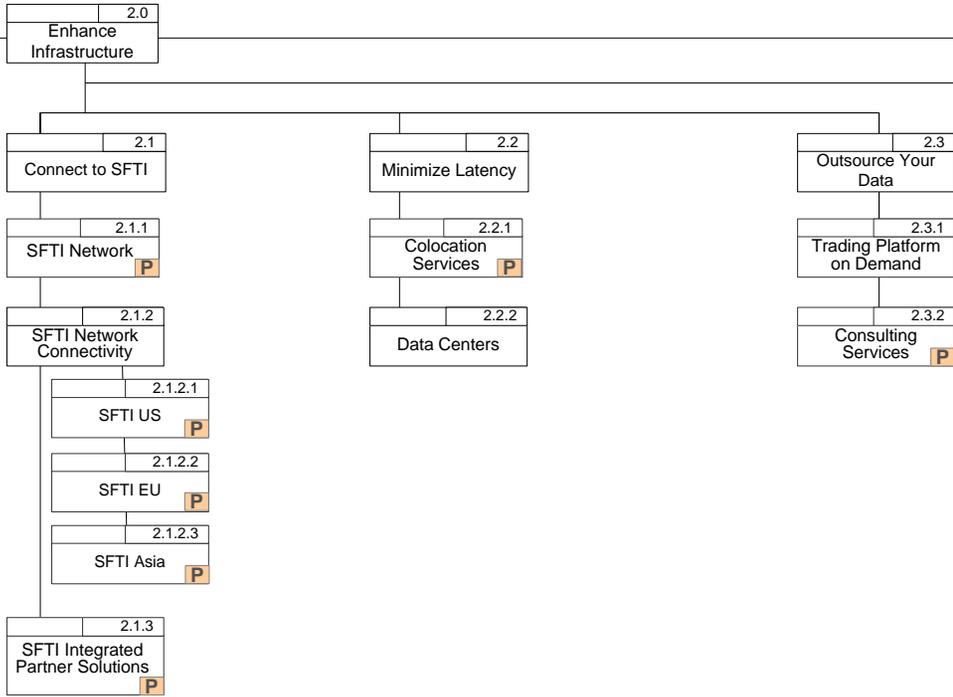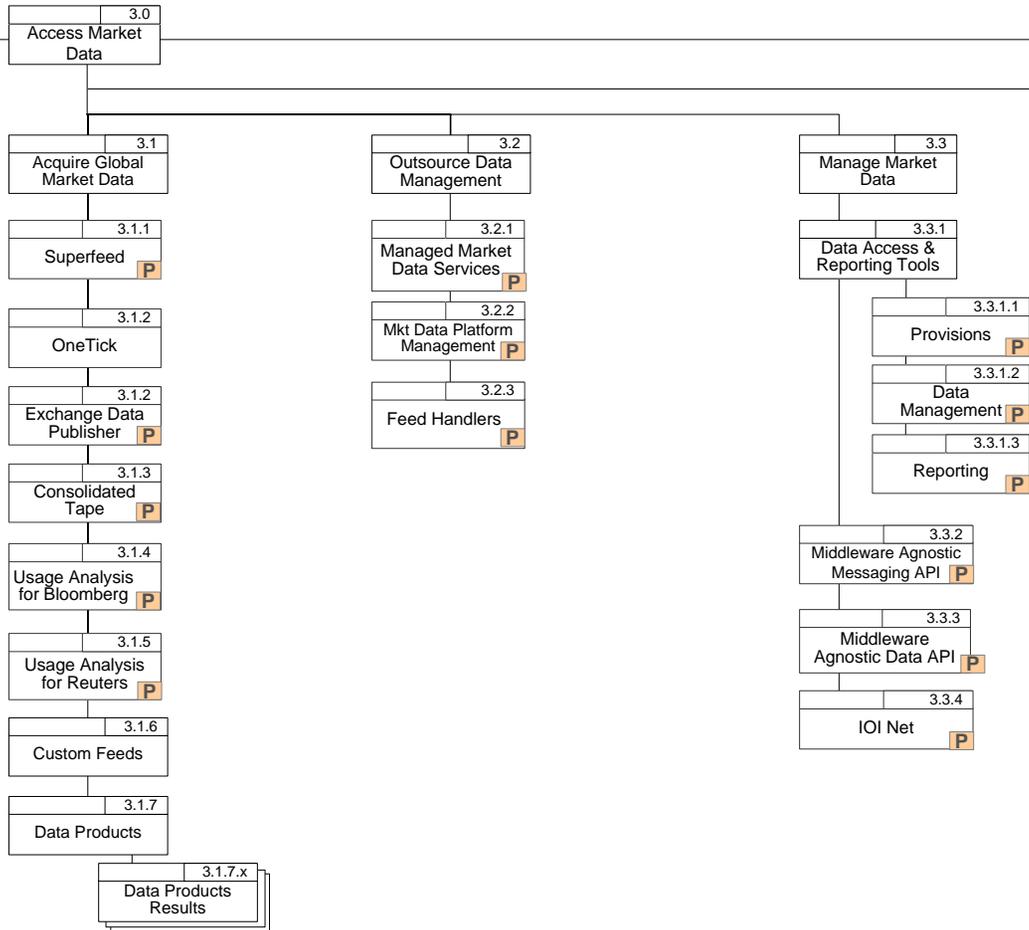
---

**Lowest Product Level**

[P]

**Primary content:**
- product description
- links to product specifications (PDF and Excel file downloads)
- optional link to training materials (PDF downloads)
- appropriate next step (contact relationship manager, submit application, purchase data)

**Related content:**
- Links to related product detail pages or product bundles pages
- Links to related topic pages or articles

# 2.0 Enhance Infrastructure

```
┌─────────────┬──2.0─┐
│ Enhance     │      │
│ Infrastructure     │
└──────┬──────────────┘
```

```
┌──────────────┬──2.1─┐       ┌──────────────┬──2.2─┐      ┌──────────────┬──2.3─┐
│ Connect to SFTI      │       │ Minimize Latency     │      │ Outsource Your       │
│                      │       │                      │      │ Data                 │
└──────┬───────────────┘       └──────┬───────────────┘      └──────┬───────────────┘

┌──────────────┬─2.1.1┐       ┌──────────────┬─2.2.1┐      ┌──────────────┬─2.3.1┐
│ SFTI Network         │       │ Colocation           │      │ Trading Platform     │
│              ┌──┐    │       │ Services      ┌──┐   │      │ on Demand            │
│              │P │    │       │               │P │   │      │                      │
└──────┬───────└──┘────┘       └──────┬────────└──┘───┘      └──────┬───────────────┘

┌──────────────┬─2.1.2┐       ┌──────────────┬─2.2.2┐      ┌──────────────┬─2.3.2┐
│ SFTI Network         │       │ Data Centers         │      │ Consulting           │
│ Connectivity         │       │                      │      │ Services      ┌──┐   │
└──────┬───────────────┘       └──────────────────────┘      │               │P │   │
                                                              └───────────────└──┘───┘
```

Voice

Provides quick and easy access to relevant articles from the voice section as they relate to Enhance Infrastructure.

NYSE Data Centers
Third-Party Data Centers
Configurable Order Routing

```
       ┌──────────────┬2.1.2.1┐
       │ SFTI US        ┌──┐  │
       │                │P │  │
       └────────────────└──┘──┘

       ┌──────────────┬2.1.2.2┐
       │ SFTI EU        ┌──┐  │
       │                │P │  │
       └────────────────└──┘──┘

       ┌──────────────┬2.1.2.3┐
       │ SFTI Asia      ┌──┐  │
       │                │P │  │
       └────────────────└──┘──┘
```

```
┌──────────────┬─2.1.3┐
│ SFTI Integrated      │
│ Partner Solutions┌──┐│
│                  │P ││
└──────────────────└──┘┘
```

---

**Lowest Product Level**

┌──────────┐
│      ┌──┐│
│      │P ││
└──────└──┘┘

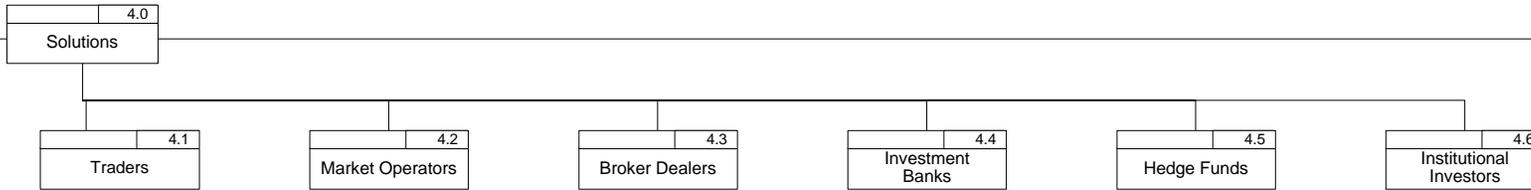**Primary content:**
- product description
- links to product specifications (PDF and Excel file downloads)
- optional link to training materials (PDF downloads)
- appropriate next step (contact relationship manager, submit application, purchase data)

**Related content:**
- Links to related product detail pages or product bundles pages
- Links to related topic pages or articles

# 3.0 Access Market Data

| | 3.0 |
|---|---|
| **Access Market Data** | |

**Voice**

Provides quick and easy access to relevant articles from the voice section as they relate to NYSE Technologies.

Data Fabric

| | 3.1 |
|---|---|
| **Acquire Global Market Data** | |

| | 3.2 |
|---|---|
| **Outsource Data Management** | |

| | 3.3 |
|---|---|
| **Manage Market Data** | |

| | 3.1.1 |
|---|---|
| Superfeed | **P** |

| | 3.2.1 |
|---|---|
| Managed Market Data Services | **P** |

| | 3.3.1 |
|---|---|
| Data Access & Reporting Tools | |

| | 3.1.2 |
|---|---|
| OneTick | |

| | 3.2.2 |
|---|---|
| Mkt Data Platform Management | **P** |

| | 3.3.1.1 |
|---|---|
| Provisions | **P** |

| | 3.1.2 |
|---|---|
| Exchange Data Publisher | **P** |

| | 3.2.3 |
|---|---|
| Feed Handlers | **P** |

| | 3.3.1.2 |
|---|---|
| Data Management | **P** |

| | 3.1.3 |
|---|---|
| Consolidated Tape | **P** |

| | 3.3.1.3 |
|---|---|
| Reporting | **P** |

| | 3.1.4 |
|---|---|
| Usage Analysis for Bloomberg | **P** |

| | 3.3.2 |
|---|---|
| Middleware Agnostic Messaging API | **P** |

| | 3.1.5 |
|---|---|
| Usage Analysis for Reuters | **P** |

| | 3.3.3 |
|---|---|
| Middleware Agnostic Data API | **P** |

| | 3.1.6 |
|---|---|
| Custom Feeds | |

| | 3.3.4 |
|---|---|
| IOI Net | **P** |

| | 3.1.7 |
|---|---|
| Data Products | |

| | 3.1.7.x |
|---|---|
| Data Products Results | |

---

**Lowest Product Level**

| | |
|---|---|
| | **P** |

**Primary content:**
- product description
- links to product specifications (PDF and Excel file downloads)
- optional link to training materials (PDF downloads)
- appropriate next step (contact relationship manager, submit application, purchase data)

**Related content:**
- Links to related product detail pages or product bundles pages
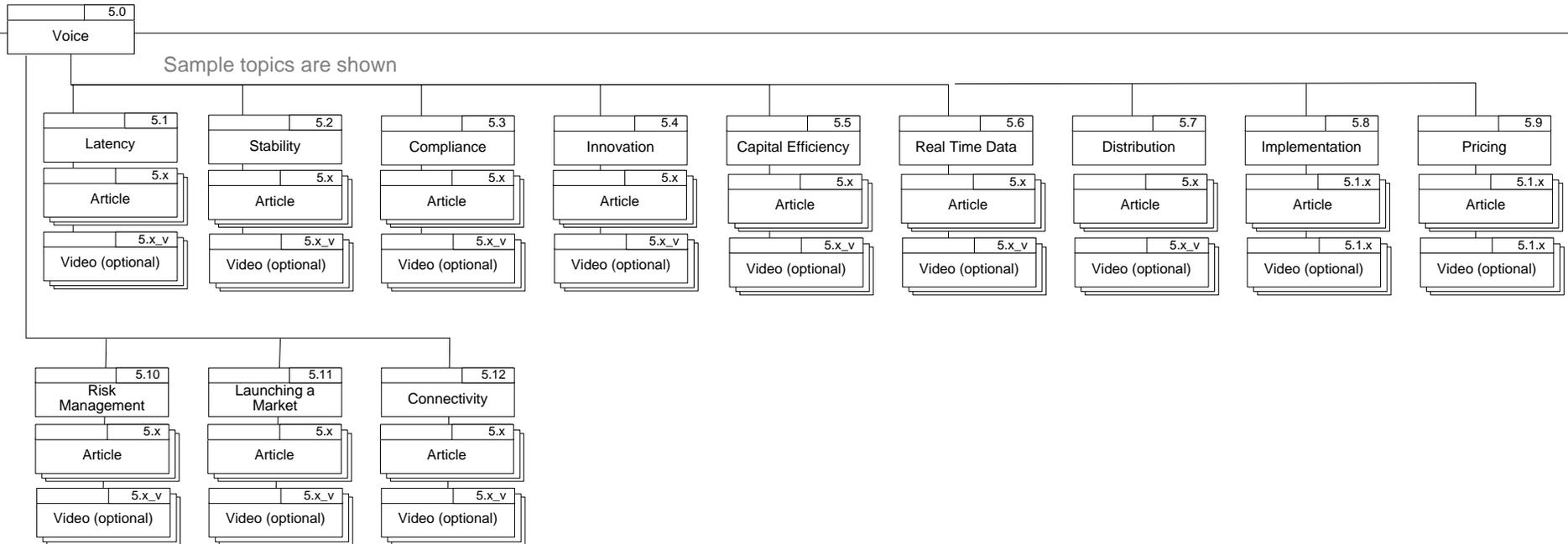- Links to related topic pages or articles

# 4.0 Solutions

```
                    ┌──────────────┬─────┐
                    │              │ 4.0 │
                    ├──────────────┴─────┤
                    │ Solutions          │
                    └──────────────────┬─┘
        ┌────────────┬────────────┬────┴───────┬────────────┬────────────┐
┌───────┴─────┐┌─────┴───────┐┌───┴─────────┐┌─┴───────────┐┌┴────────────┐┌───────────┴─┐
│        4.1  ││        4.2  ││        4.3  ││        4.4  ││        4.5  ││        4.6  │
├─────────────┤├─────────────┤├─────────────┤├─────────────┤├─────────────┤├─────────────┤
│ Traders     ││ Market      ││ Broker      ││ Investment  ││ Hedge Funds ││ Institutional│
│             ││ Operators   ││ Dealers     ││ Banks       ││             ││ Investors   │
└─────────────┘└─────────────┘└─────────────┘└─────────────┘└─────────────┘└─────────────┘
```
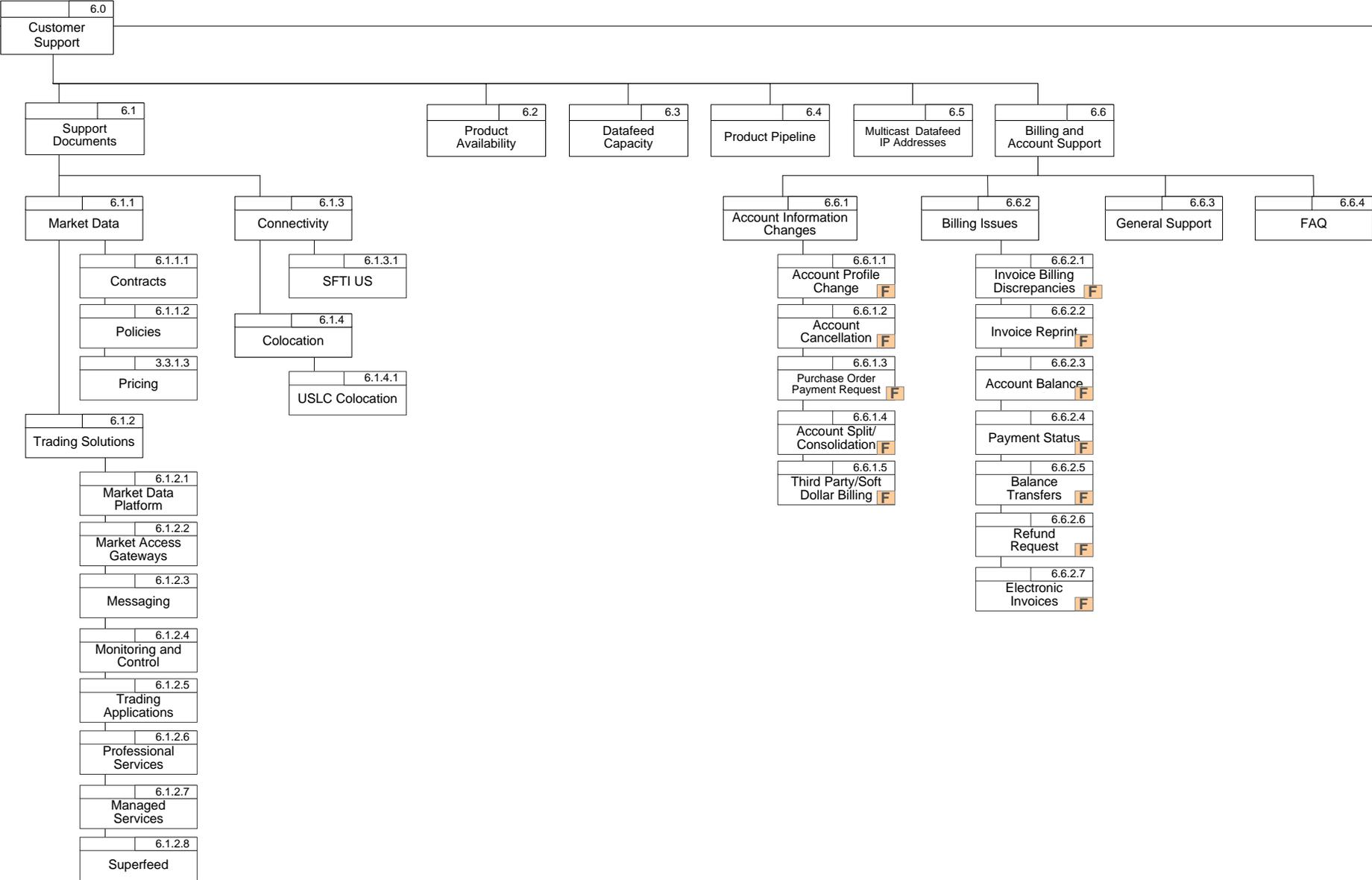
**CONTENT**

This section will feature examples of how applying bundles of products helps various audiences perform more effectively. Long-term this section could expand to speak to even more finely sliced segments, including market data admin groups, legal and compliance groups, and perhaps information vendors who resell NYSE data.
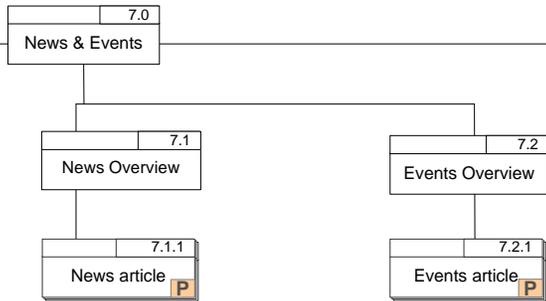
# 5.0 Voice

| | 5.0 |
|---|---|
| | Voice |

Sample topics are shown

| | 5.1 | | 5.2 | | 5.3 | | 5.4 | | 5.5 | | 5.6 | | 5.7 | | 5.8 | | 5.9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Latency | | Stability | | Compliance | | Innovation | | Capital Efficiency | | Real Time Data | | Distribution | | Implementation | | Pricing |

| | 5.x | | 5.x | | 5.x | | 5.x | | 5.x | | 5.x | | 5.x | | 5.1.x | | 5.1.x |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Article | | Article | | Article | | Article | | Article | | Article | | Article | | Article | | Article |

| | 5.x_v | | 5.x_v | | 5.x_v | | 5.x_v | | 5.x_v | | 5.x_v | | 5.x_v | | 5.1.x | | 5.1.x |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) | | Video (optional) |

| | 5.10 | | 5.11 | | 5.12 |
|---|---|---|---|---|---|
| | Risk Management | | Launching a Market | | Connectivity |

| | 5.x | | 5.x | | 5.x |
|---|---|---|---|---|---|
| | Article | | Article | | Article |

| | 5.x_v | | 5.x_v | | 5.x_v |
|---|---|---|---|---|---|
| | Video (optional) | | Video (optional) | | Video (optional) |

# 6.0 Customer Support

# 7.0 News & Events

| | 7.0 |
|---|---|
| News & Events | |

| | 7.1 |
|---|---|
| News Overview | |

| | 7.2 |
|---|---|
| Events Overview | |

| | 7.1.1 |
|---|---|
| News article | **P** |

| | 7.2.1 |
|---|---|
| Events article | **P** |

# 8.0 Learning Center

| | 8.0 |
|---|---|
| Learning Center | |

# 9.0 Contact Us

| | 9.0 |
|---|---|
| Contact Us | |

| | 9.1 |
|---|---|
| Sales & Inquiries | |

| | 9.2 |
|---|---|
| Customer Support | |

| | 9.3 |
|---|---|
| Billing & Account Questions | |

| | 9.4 |
|---|---|
| Data Protection Question | |

| | 9.5 |
|---|---|
| Technical Questions | |

| | 9.6 |
|---|---|
| Business Issues | |

| | 9.7 |
|---|---|
| Request for Other Data | |

| | 9.8 |
|---|---|
| General Inquiries | |

# Miscellaneous Pages

**Miscellaneous Pages**

| 9.0 |
|---|
| About NYSE Tech |

| 10.0 |
|---|
| Search Results |

| 11.0 |
|---|
| Page Not Found |

| 12.0 |
|---|
| Printer Friendly Page |