

NYSE Technologies (Public) Wireframes

A. Technologies Overview Homepage

1.0 NYSE Euronext

HOME | ABOUT | RSS | HELP | LOGIN

NYSE Technologies

Customer Support | New & Events | Learning Center | Contact Us

Overview | **Transact on Markets** | Enhance Infrastructure | Access Market Data | Solutions | Voices

Print | Email | Share | RSS

Promotional Headline

Image Placeholder

Learn More Now -

1 2 3

Promo 1
Lorem ipsum dolor sit amet consectetur nonummy loremzino.

Promo 2
Lorem ipsum dolor sit amet consectetur nonummy loremzino.

Promo 3
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Promo 4
Lorem ipsum dolor sit amet consectetur nonummy loremzino.

Connect to FIX
Marketplace -
Manage Market Risk -
Exchange Solutions -

Connect to SFTI -
Minimize Latency -
Outsource Infrastructure -

Global Market Data -
Data Management -
Manage Market Data -

Traders -
Market Operators -
Broker Dealers -
Investment Banks -

Recently Viewed

Link 1 - Link 4 -
Link 2 - Link 5 -
Link 3 - Link 6 -

How can we help you?

Traders - Investment Banks -
Market Operators - Hedge Funds -
Broker Dealers - Institutional Investors -

Find a product or service

Select product or services

Popular Items: latency, SFTI, market data, risk, FIX, colocation, data, outsourcing, superfeed

Customer Support

Support. Lorem ipsum dolor sit amet consectetur nonummy loremzino... More -

Email Customer Support - Phone Numbers -
Chat - Support Link -
Support Link - Support Link -

Voices

Article Title
Article Title
Article Title
Article Title

CURRENT | MOST POPULAR | MOST FOLLOWED | SEE ALL

VIEW MORE -

1.0
2.0
3.0
4.0
4.1
4.2
5.0
5.1
6.0
7.0
8.0
9.0
10
11

1. Global Header

Global Header ribbon provides an overview for all the businesses.

2. Featured Area

Provides space for promoting new products or services, key topics or audience types. Area may be animated with a few featured items rotating at a set interval.

3. Utility Links

Page specific utility links that allow the user to print, email a link to the page, share the page (via social networks) or subscribe to an RSS feed of the site.

4. Business overview

- 4.1 A brief summary and positioning overview of the business line.
- 4.2 Potentially a link to an interactive illustration of how the business operates.

5. Solutions shortcut

A series of quick-links that allows the user to access their relevant customer solution type.

6. Find a product or service

- 6.1 A structured pull-down which lists all products and services in line with the sitemap.
- 6.2 A listing of the most accessed products and services.

7. Promotional Needs area

Needs area includes the benefit messaging and quick links to lower levels.

8. Voices

Pushes topics on multimedia features. Includes one main story and 4 smaller features.

9. News & Events

Highlights latest news about NYSE Technology on a global level.

10. Customer Support

Offers the customer the opportunity to contact NYSE with the ability to display alert messaging within the area.

11. Recently viewed

General utility box found on all NYSE websites.

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B. Primary Level Overview Page

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1.0 [Connect to FIX Marketplace](#) | [Manage Market Risk](#) | [Apply Exchange Solutions](#)

2.0 **Transact on Markets** 2.0

3.0 

Promotional Headline
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5.0 **Promo 1**
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[Exchange Solutions >](#)

Promo 2
Lorem ipsum dolor sit amet consectetur nonummy loremzino.
[Connect to SFTI >](#)
[Minimize Latency >](#)
[Outsource Infrastructure >](#)

Promo 3
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[Global Market Data >](#)
[Data Management >](#)
[Manage Market Data >](#)

Promo 4
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[Traders >](#)
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Sub-promo features

 **Article Title**
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• [Article Title #2](#)
• [Article Title #3](#)
• [Article Title #4](#)

[MORE >](#)

Lorum Ipsum

Article Title
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[Article Title #2](#)

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[Article Title #3](#)

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[Article Title #4](#)

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[MORE >](#)

6.0 **Voices**

Article Title
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[Link 3 >](#) [Link 6 >](#)

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[Market Operators >](#) [Hedge Funds >](#)
[Broker Dealers >](#) [Institutional Investors >](#)

Find a product or service

Popular Items: [latency](#), [SFTI](#), [market data](#), [risk](#), [FIX](#), [colocation](#), [data](#), [outsourcing](#), [superfeed](#)

Customer Support
Support : Lorem ipsum dolor sit amet consectetur nonummy loremzino... [More >](#)

[Email Customer Support >](#) [Phone Numbers >](#)
[Chat >](#) [Support Link >](#)
[Support Link >](#) [Support Link >](#)

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1. Sub-navigation

Second-level navigation.

2. Page title

Page/section title.

3. Featured message

Overview of the type of solutions and positioning messages.

4. Call to action

Encourage prospective customers to take the appropriate next step

5. Promotional area

Can be used for highlighting product groups or solutions by type or any relevant messaging and links to product details.

6. Voices

Highlighting the relevant voices articles.

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C.1 Product Overview page (Standard)

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Connect to FIX Marketplace

[Market Place](#)
[FIX Certification](#)
[FIX Engines](#)
[Low Latency Channels](#)

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Need Help?
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Connect to FIX Marketplace 3.1

Text introduction. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas. 3.2

Marketplace 4.1

Product and Service Bundles introductions. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas. 4.2

Products & Services

[One to Many Trade Communications](#) | [FIX Version Translations](#) 4.2

FIX Certification and OnBoarding

Product and Service Bundles introductions. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas.

Products & Services

[Product #1](#) | [Product #2](#)

FIX Engines

Product and Service Bundles introductions. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas.

Products & Services

[Appies](#) | [Tradescope](#)

Voices 6.0

CURRENT | MOST POPULAR | MOST FOLLOWED | SEE ALL

<p>Article Title</p> <p>Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat</p>	<p>Article Title</p> <p>Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat</p>	<p>Article Title</p> <p>Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat</p>	<p>Article Title</p> <p>Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat</p>
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Notice

This wireframe template is for general static products groupings and excludes market data products.

1. Title & Breadcrumbs

Title and breadcrumb navigation orients user to location on the website.

2. Menu

A menu to access product pages below section.

3. Page Introduction

- 3.1 Page/Product group title.
- 3.2 Introductory content for the particular product group/page..

4. Product bundles

- 4.1 Title and description of the product bundle.
- 4.2 Links to underlying product pages.

5. Call to action

Encourages prospective customers to take the next step.

6. Topic Center

Relevant Topics are displayed..

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C.2 Product Overview page (Dynamic)

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[Access Market Data: Acquire Global Market Data](#)

[Print](#) | [Email](#) | [Share](#) | [RSS](#)

Choose Data Products

By Data Type

Real-Time Historical
 Intraday Summary
 Reference All

By Market

NYSE NYSE Euronext
 NYSE Arca NYSE Life
 NYSE Amex CTA

By Asset Class

Equities Derivatives
 Bonds Indices

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Acquire Global Market Data

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NYSE OpenBook

Product and Service Bundles introductions. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas.

Included Data

[NYSE BBO](#) [NYSE OpenBook Aggregated](#)
[NYSE OpenBook Ultra](#) [NYSE Order Imbalances](#)

NYSE Real-Time Reference Prices

Product and Service Bundles introductions. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas.

Included Data

[NYSE Real Time Reference Prices](#)

Voices

CURRENT | MOST POPULAR | MOST FOLLOWED | SEE ALL

Article Title
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Notice

This wireframe template is for Market Data products only.

1. Product Filter

A filter to help the user narrow down their product selection.

2. Product Descriptions

- 2.1 Product name and description.
- 2.2 Data feeds included in product.
- 2.3 Price, if available.
- 2.4 Product meta, based on filter criteria.

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D. Product page

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Choose Data Products

By Data Type

Real-Time Historical
 Intraday Summary
 Reference All

By Market

NYSE NYSE Euronext
 NYSE Arca NYSE Life
 NYSE Amex CTA

By Asset Class

Equities Derivatives
 Bonds Indices

FIX Version Translations

Summary Description. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veleres ita miratur laudatque poetas. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veleres ita miratur laudatque poetas.

Access Fee
Direct & Indirect Customers **\$750** / A Mo.
[Buy Now](#) [Speak to a representative -](#)

Specifications | **Sample Data** | **Authorized Vendors**

Specifications Description. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veleres ita miratur laudatque poetas. Lorem ipsum dolor sit amet consectetur nonummy loremzino. Interdum volgus videt, est ubi peccat. Si veleres ita miratur laudatque poetas.

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Related Products

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1. Product overview

- 1.1 Product name/title.
- 1.2 Summary/description of product.

2. Call to action

- 2.1 Price/details are displayed, where applicable.
- 2.2 Call to action for add to cart and/or .contact details visible.

3. Product description tabs

- 3.1 Each sub-section for a product is arrange by easy to read/access tab. The number of tabs will vary product by product.
- 3.2 Each tab will display information and documents for download .

4. Topic Center

Relevant Topics are displayed.

5. Related Products

Displays links to related product pages or product bundle pages..

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E. Solutions Overview page

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Broker Dealer

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IMAGE

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See our role in the lifecycle of a trade [Learn more >](#)

Download an overview of Services for Broker Dealers [PDF \(18k\) >](#)

Manage Risk ▶

Access New Traders

Lower Costs

Innovate Efficiently

Increase Distribution

Minimize Latency

Image

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Popular Items: [latency](#), [SFTI](#), [market data](#), [risk](#), [FIX](#), [colocation](#), [data](#), [outsourcing](#), [superfeed](#)

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Voices

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1. Introduction

- 1.1 Featured content.
- 1.2 Introductory message explaining the value of this section for the particular audience type.
- 1.2 Links to downloadable and/or interactive content that helps illustrate how NYSE services this audience type.

2. Learn more area

- 2.1 Dynamic tabs based on the key needs and offers links to key products for this audience type.
- 2.2 Body content that changes based on the tabs in 2.1.

3. Case Studies

- 3.1 Provide a deep dive into how each of the three particular product groups can benefit this audience type.