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WINDOWS IN FINANCIAL SERVICES ANNOUNCES 2008 INNOVATOR AWARD WINNERS AT SIFMA

Leading Financial Services Technology Magazine Recognizes Outstanding Achievements and Innovations in Leveraging and Customizing Advanced Technologies For the Securities Industry

NEW YORK, NY, June 12 — Four major technology innovations at leading financial services organizations were awarded *Windows in Financial Services* Innovator Awards at Microsoft's customer and partner reception held Wednesday at the Securities Industry and Financial Management Association (SIFMA) Technology Management Conference. Each innovation made use of Microsoft technology to deliver solutions to practical business problems, from reducing time-to-market for scalable high-speed applications, to maximizing productivity and streamlining operations in today's highly charged and competitive capital markets industry.

The four winners are:

- **Fidelity's investment reviews of its institutional clients' defined contribution plans:** Created by dynamically pulling together data from a wide variety of disparate sources. Fidelity Investments is the No. 1 provider of workplace retirement savings plans and as of March 31, 2008, administered over \$853 billion in assets held by more than 14 million participants in over 18,000 defined contribution plans. For Fidelity Personal and Workplace Investing, the division of the company that administers retirement plans, the challenge was to create a technology solution that would streamline the process of delivering to clients the highly customized investment reviews that they have come to expect from Fidelity's investment consultants. Working with Microsoft partner firm Xinnovation, Fidelity's solution employs a .NET-based architecture that seamlessly retrieves and combines data from disparate sources into dynamic PowerPoint charts that can be quickly and easily individualized for specific client needs and analysis. This innovative solution has shrunk the total time required to complete investment reviews – from client request to report delivery – from 22 days to just a few hours.
- **Bloomberg's Bloomberg Mobile:** Offers users access to news, research, analytics, and a market monitors in a wide variety of market segments through Windows Mobile devices. Using a password, financial professionals can also access messaging, their full contact lists and account details. Market alerts, set up through the Bloomberg Professional terminal, are also sent directly to mobile devices, to help keep users informed of shifts and trends in the market. The service gives Bloomberg clients more avenues for meeting the 24-hour demands of today's global markets and is in keeping with Bloomberg's mission to give clients the fastest access to news, analytics and research.
- **Broadridge's ASCENDIS business process management (BPM) solution suite:** ASCENDIS BPM allows institutional brokerage clients to implement best practices in their front- and back-office operational policies by choosing business rules from its comprehensive rules engine. The solution streamlines institutional operations by automating the identification, lifecycle management, decision-making, communication and resolution of exceptions and requests. The suite, which has 16 modular solutions with more planned, includes automation for areas such as purchase & sales, margin & credit administration, new account opening and more. The suite runs on Windows Server 2003 and includes SQL Server 2005, SQL Server Integration Services (SSIS), BizTalk Server 2006, and Microsoft Internet Information Services and the .NET Framework. The combination of technologies allows the BPM suite to be highly-scalable, easy-to-deploy, interoperable, and cost effective on any brokerage back-office platform.
- **Coral8's high-speed, low latency event-driven trading application:** Coral8's complex event processing (CEP) platform combines a high-performance architecture, SQL-based development language, and enterprise-class server to deliver the fastest development and deployment of scalable CEP applications for algorithmic trading, tick-by-tick risk and position management, trading network analytics and compliance, liquidity consolidation and management, real-time pre-trade analytics, and market data quality and latency management. Coral8's native C/C++ implementation and Microsoft interface enable optimal execution of the trading applications inside the rapidly deployable Microsoft solution framework. Financial Services customers benefit from rapid development and reduced time-to-market.

"Securities firms are faced with improving operational performance and enhancing customer experiences to navigate volatile markets," said Rich Feldmann, managing director for Microsoft's U.S. Financial Services Group. "The winners of the Windows in Financial Services' 2008 Innovator Awards have clearly demonstrated the ability of technology innovation to meet operational needs and address changing market conditions. We applaud Fidelity, Bloomberg, Broadridge and Coral8 for their development of innovative solutions on the Microsoft software platform."

Windows in Financial Services
The Magazine for Microsoft in the Financial Enterprise

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