



# FPL Canadian Electronic Trading Conference 2009

*Toronto Hilton  
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## Responding to Reference and Market Data Demands

ENTERPRISE DATA MANAGEMENT  
**EDM**  
COUNCIL

**IBM**



**SIX** GROUP



## Session Participants

### Responding to Reference and Market Data Demands

- Mike Atkin, Managing Director, EDM Council (Moderator)
- Jonathan Pruett, VP Strategic Business Development, Telekurs
- Guy Tagliavia, Director WebSphere Front Office & Low Latency Messaging, IBM
- John Mulholland, Director & Global Head, Reference Data, RBC



## Managing Securities Industry Data Needs

- Increasing trade execution and settlement volumes
- New risk and regulatory processes
- Transparency and accuracy
- Increasing data volumes
- Low latency
- Controlling technology expenditures