



Automated Reporting Services

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To: Market Data Providers and Internal Redistributors
From: Thomas Butts (TCB Data Systems)
Subject: Managing and Reporting Internal Use of Market Data Products

Introduction

The Direct Device Reporting System is an electronic facility that allows firms who internally redistribute market data products received via data feeds to report the use of these products to the providers (exchanges and market centers) of the data products.

Data feed customers report the use of data products each monthly by logging into the Direct Device Reporting System (DDR System) reporting site using their unique user id and password. Once logged in, a form is displayed that lists each data feed location that the customer is reporting for, the product(s) or products at each location and the month(s) that should be reported. Customers can simply enter the quantity of each data product used at each location, or alternatively can upload a conforming spreadsheet that contains this information.

The DDR System provides a convenient platform for market data providers to use to manage their customers. Existing users of the DDR System can easily be setup to report using their existing log in and password. New customers can be setup and assigned a log in and password.

User-level information can be managed through the DDR System. Reporting and managing user-level information allows for increased compliance and audit controls. Credits for multiple accesses by a single user can automatically be calculated when user-level information is maintained. These credit reports are often referred to as 'Multiple Installation, Single User Reports', or 'MISU Reports'.

Benefits

For the Customer

- **Easy to Use** – Many customers already use the system. Over one thousand firms use the DDR System to report their internal data consumption.
- **Error Checking** – Manual entries and file uploaded are validated in real-time. Any omissions or errors are returned to the customer for correction.
- **Requires a minimal amount of development by customer** – Firms that maintain their own entitlement control database can easily produce reports for uploading into the DDR System.
- **Reminders** – Each month customers receive emailed reminders that they have yet to submit their report.
- **Can Report by Spreadsheet (or .csv file)** – Customers have the option of creating files that they upload. The DDR System validates each file before any data is accepted.
- **Manual Updates** – Reporting customers can submit their reports by entering them manually over the Internet. Customers that upload files might occasionally make manual corrections. The DDR database is a useful resource for firms that do not have a database for this purpose.



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- **Can save current inventory as a spreadsheet and edit** – Saving your current inventory as a spreadsheet and then updating it in Excel is an efficient way for larger firms to manage their reporting. Once they have made their corrections, they can upload the spreadsheet into the DDR System
- **Historical Reports** – Reports can be generated for any reported period.
- **TCB Data Technical Support** – Customers and data providers have access to technical and end-user support from TCB Data Systems staff during normal business hours.

For Providers of Market Data Products (Exchanges and Market Centers)

- **The process already exists** – The DDR System is designed expressly for this purpose. Employing an existing process is always advantageous, timelier, and less expensive than re-creating a similar process.
- **Standardized reporting process** – There is no need to manage emails and various spreadsheets sent by customers. DDR reports output every customer's report in the same format.
- **An organized process will save time each month** – On-line administrative functions allow data providers to quickly see their customer reporting status.
- **Customer reports will be complete** - Reports will always have required information and be in the required format.
- **Customized management reports** – At any time, data providers and customers can generate a report for any time period.
- **On-line historical reports** – Customer reporting history can be viewed on-line or saved as a spreadsheet. This is very useful if an on-site audit required.
- **No additional development is required** – The DDR System is a production system with established policies and procedures.
- **Minimal end-user support required** – Technical Support is provided by TCB Data Systems. DDR System maintenance and development is provided by TCB Data Systems.

Implementation Requirements

For the Data Provider

A profile must be created for the data provider. A data provider can have as many user logins as required. Data products that are to be reported by customers must be established. Each customer who will be reporting is then setup and one or more logins established.

For the Customer

Customers must be able to track users, the locations where each user has logged in, and the data products that each user is entitled to access. Each month each customer must log in and enter this information on their reporting form or successfully upload a report file that contains this information.

Pricing and Next Steps

For pricing and additional information please contact:

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