

# TRADING & ORDER MANAGEMENT



WE PROVIDE OVERVIEW - YOU TRADE!



## SPAR NORD BANK A/S

"Spar Nord selected IDEAS in connection with "the millennium change 2000", and after having compared IDEAS with other products in the market, it was easy for the bank to make its choice. For one thing, IDEAS had a good reputation in the market, and for another, it has turned out to fulfil our requirements for a modern trade system, including installment, service, on-going costs and hardware requirements.

We have subsequently observed that IDEAS lives up to our expectations with regards to functionality and operational stability and that ALOC as a supplier is able to meet the requirements we have for support and development. A development which is controlled by the securities market and where we continuously have to handle new products and functionalities."

Lisbeth Amby Møller  
Project Manager

GET AN OVERVIEW OF  
YOUR DAY INCLUDING  
THE BEST COMPETITIVE  
EDGE IN TRADING.

TRADE WITH IDEAS.

## TRADING & ORDER MANAGEMENT



At ALOC we specialize in developing software for financial management. This is the means. The goal is to strengthen the competitive position of our clients.

### GREAT OVERVIEW - JUST TRADE

ank	148	1.200	SYD	CSB	16:43:31	1027441	DANSKE
ank	148	100	UBS	CSB	16:43:31	1020749	DCO
beck	110,75	200	UBS	GSI	16:43:30	6008321	DNORD
wool Int. B	403	10	MLI	GSI	16:43:31	6007953	DSV
CT	126,3	42	ALM	ALM	16:43:32	1023446	FLS
ank	148	200	UBS	SVB	16:43:29	B01FLG6	G4S
ank	148	2.000	SVB	SVB	16:43:29	1027220	GEN
ank	148	800	SVB	SVB	16:43:29	1030795	JYSK
berg B	399,5	250	MLI	CAZ	16:43:28	1020110	KBHL
sco	312,5	300	MLI	NEO	16:43:28	1028723	LUN
as Wind Sys	567	175	LDM	AVA	16:43:28	1024442	MAERSK A
as Wind Sys	567	50	NON	AVA	16:43:28	1024450	MAERSK B
erm	130	1.750	NON	DBI	16:43:28	0042736	NDA
Vol	B/S	Instr.INm		MMult	MinVol	1028766	NKT
50	200.000,00	Sell	2SKIBE15	100.000,00	200.000,00	6010261	NOVO B
00	375.000,00	Buy	2SKIBE12	100.000,00	375.000,00	1027212	NZYM B
50	280.000,00	Sell	SEKNyWaekst08	100.000,00	280.000,00	1021907	ROCK A
75	280.000,00	Buy	4RD10D 11	0,01	280.000,00	1021915	ROCK B
00	200.000,00	Buy	2SKIBE10	100.000,00	200.000,00	1031147	SYDB
50	9.756.097,01	Sell	KKEPRA 09	100.000,00	9.756.097,00	1025222	TDC
00	39.600,00	Sell	NBFGlobal 17	10.000,00	39.600,00		

## OVERVIEW AND USER-FRIENDLINESS

We offer a modern and advanced software solution which gives you obvious competitive advantages.

### OVERVIEW AND POWER - EVERY DAY

The user-interfaces are configured based on the dealer's wishes - it is possible to remove superfluous functions and information - leaving the dealer's areas of interest in focus and letting the dealer cut to what's important. This gives clear overview and power. Every day.

You can follow the development of the positions in the books you track - both at group and dealer level. This makes it easy to track the market exposure for all positions during the day - and you get an overview of the total result of the day.

Info licenses let you share the overview with internal controllers or, for example, colleagues in back office. The payoff is efficiency; fewer administrative routines and direct insight into the trade history.

## FLEXIBILITY

IDEAS' flexibility is evident in both process and system. This means, from the time you purchase the system, system integration, implementation, operations, our business support and to the flexibility of the system's settings. Flexibility, which is thought through, from A to Z means that our solution can be tailored to your requirements. This frees up time for other areas of your business.

70,00	↑	128,50	128,75	↑	600,
300,00	↓	312,00	312,50	↑	150,
1,00	↑	325,50	329,00	↓	40,
3.200,00		87,25	87,50		181,
24,00	↓	313,00	314,50	↑	500,
10.000,00		19,50	19,60		4.500,
21,00	↓	305,00	305,50		8,
6,00		244,75	245,00		550,
15,00		1.610,00	1.614,00		5,
20,00	↓	110,75	111,00		400,
50,00	↓	46.500,00	46.600,00	↑	10,
3,00	↓	46.600,00	46.700,00		10,
180,00	↑	62,75	63,00	↑	8.000,
250,00	↑	247,00	247,25	↑	25,
2.800,00	↑	271,00	271,50	↑	38,
39,00	↑	482,50	483,50	↓	50,
50,00		410,00	430,00		30,
3,00		403,00	405,50	↓	90,
3.800,00		148,00	148,25	↑	48,
275,00		270,00	270,50		25,

IDEAS IS THE PREFERRED  
TRADE SYSTEM ON  
NASDAQ OMX

WITH IDEAS YOU GET MAXI-  
MUM RELIABILITY AND LOW  
ERROR TOLERANCE. THIS  
TRANSLATES INTO AN UP-TIME  
OF 99.9% - IT DOESN'T GET  
MORE RELIABLE THAN THAT!

## INTEGRATION/CONNECTIVITY

IDEAS is the strongest solution in the market. An open system, which makes it easy to integrate and communicate with other business systems. You get full integration with your settlement systems, portfolio systems, risk management systems and your Reuters and Bloomberg servers. Positions are integrated with primary and secondary systems. IDEAS API supports sending prices to your market maker and publication of trades from other systems. It also lets you receive real-time data from IDEAS.

In addition to trading on NASDAQ OMX and the MTF Burgundy, IDEAS offers a number of other links with standard protocols such as SWIFT and FIX.

## USER-FRIENDLINESS - THE DEALER'S GOALS IN FOCUS

Flexibility and individual set-up strengthens overview and speed and this lets you execute orders in milliseconds.

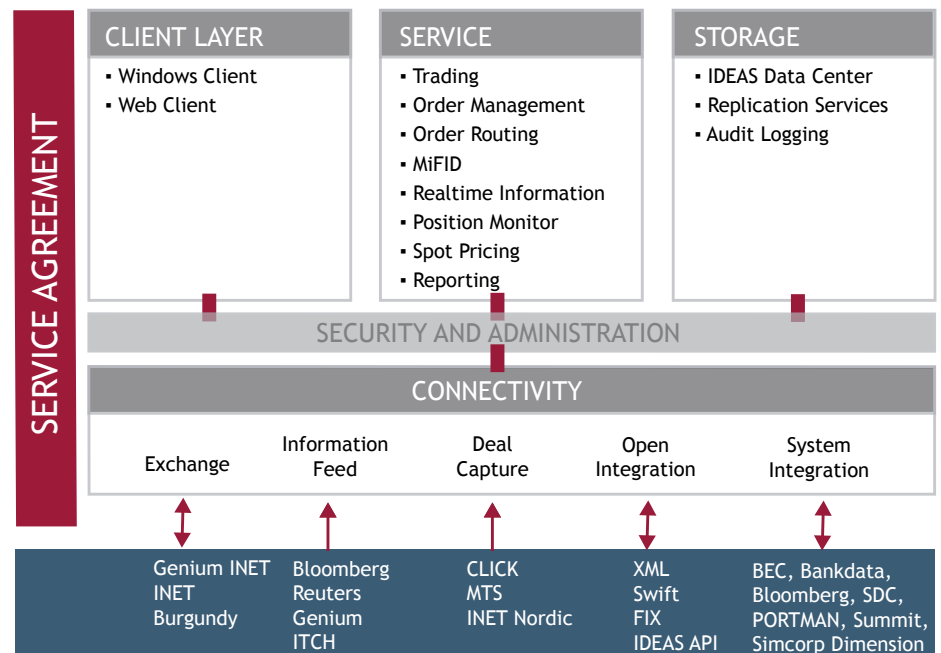
You select market information by creating position specific user profiles. This helps create the unique overview which is the prerequisite for the dealer's efficiency. At the same time, shortcuts let you act quickly in the market while the system's logical and user-friendly structure lightens the dealer's work.

# TRADING & ORDER MANAGEMENT

## IDEAS BUSINESS MODEL

With our business model as the strategic tool, we work with four layers to ensure our customers a reliable and high performing tool.

## GREAT OVERVIEW - JUST TRADE



### CLIENT LAYER

Client Layer is the face of IDEAS; the actual user access to the system. There are two types of clients: A Windows based client, containing optimized functions for the professional dealer plus a web-based client, which gives easy access to selected functions.

### SERVICE

The Service Layer contains the services, which IDEAS makes available for your business. The need for services varies from system to system. The make-up is therefore individual and is an actual business model. This helps you perform your daily work in the most efficient manner.

### STORAGE

This layer is IDEAS' Data Center. It gives external systems access to the system's data, permission for replication of data, Audit Logging for accountants and access control in the system.

### SECURITY & ADMINISTRATION

Security must be first-rate. We ensure that the specified access control requirements are met and that services have access to the necessary data.

### CONNECTIVITY

Connectivity gives physical access to external systems and opens up a lot of possibilities. IDEAS interacts with systems, such as stock exchange access, back office, integration to your own systems etc.

### SERVICE AGREEMENT

We tie all of our services together in a "Service Agreement". This allows us to offer coherent services such as training and professional service, which comprise on-line business support as well as technical support for both daily operations and in connection with upgrades etc.

ORDER  
MANAGEMENT

MIFID  
COMPLIANCE

BLOOMBERG

ORDER  
ROUTING

ALOC

IDEAS

POSITION  
MONITOR

NASDAQ OMX

COCKPIT  
TRADER  
THE DMA TRADING  
SOLUTION

BURGUNDY

## A MODULAR SYSTEM - BUILD IT TO SUIT YOUR NEEDS

If you want to build the best European trading system  
- build it together with us!

ALGORITHMIC  
TRADING

REUTERS  
AUTEX TRADE  
ROUTE



# TRADING & ORDER MANAGEMENT

## GREAT OVERVIEW - JUST TRADE



for PROP traders,  
Sales traders, Market  
Makers & Chief traders

The extent of market information is massive. User-defined filters and consolidation get you the desired information. Grouping of instruments plus the use of user-defined columns, monitoring, icons, colours etc. are all tools that promote overview and ensure efficiency - also when speed is required.

Positions and their value can be tracked at instrument, dealer and group level. This gives an important overview, in all market conditions. At the same time, you can perform continuous calculations of aggregate positions and exposure. A clear advantage to management, controllers and back office.

You track the status of your own orders. Executed trades and pending orders can be sent to the market. You can also re-open and adjust active orders. Together with the other windows in IDEAS, this ensures the dealer overview and efficiency in a volatile market.

ISIN	Name	Price	Volume	B.Org	S.Org	Vol Time
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	200	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	200	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29
DK0010101259	Lykka Bank	278.5	100	1015	1015	12:22:29

ISIN	Symbol	Position	Name	Position	AccrStDy	AccrStDy	Line	Netto	Exposure	TOFF	IPP	INST	Op
DK0010101259	CARL B	Total			100.00	100.00		139,800.00	500	233,000			
DK0010101259	CARL B	S11P0			100.00	100.00		46,600.00	100	46,600.00			466.00 Stock
DK0010101259	CARL B	Henrik			100.00	100.00		46,600.00	100	46,600.00			466.00 Stock
DK0010101259	CARL B	Test			100.00	100.00		46,600.00	100	46,600.00			466.00 Stock
DK0010101259	CARL B	200 cancel			100.00	100.00		46,600.00	100	46,600.00			466.00 Stock

ISIN	Name	ID	B/S	Price	Volume	Leaves	Open Vol	Order State	Opri	Marked	AccSt	Exptt	TradeSL	SAXARs	Market	Orderbook
DK0010101259	Lykka Bank	1015	Buy	278.5	100	100	100	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3414	
SE0000427361	Nordex Bank	1015	Buy	97.2	6,000	6,000	6,000	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	220	
DK0010259530	Tegdanmark	1015	Buy	123	600	600	600	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	2194	
DK0010259530	B/S Term	1015	Buy	105	300	300	300	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3320	
DK0010272129	Novozymes	1015	Buy	322	500	500	500	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	8	
DK0010272129	Novozymes	1015	Buy	322	1,000	1,000	1,000	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	11273	
DK0010234467	FL Smith &	1015	Buy	329	110	110	110	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3267	
DK0010219553	Rockwood	1015	Buy	485.5	600	600	600	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3456	
DK0010214425	A.P. Moller	1015	Buy	36,300.00	20	20	20	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3200	
DK0010214500	A.P. Moller	1015	Buy	30,600.00	61	61	61	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	3201	
DK0010181676	Cashberg A	1015	Buy	417.5	100	100	100	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	1595	
DK0010181759	Cashberg B	1015	Buy	466	100	100	100	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	0	
DK0010272129	Novozymes	1015	Sell	322	600	600	600	Active	IDA	xxxxxx	xxxxxx	01-10-20C	False	False	44970	

## AN EXCERPT OF THE NUMEROUS OVERVIEW OPTIONS WITH IDEAS

All Trades (Stocks) (G)

Standard Actions

ISIN	Name	Price	Volume	B-Cnp	S-Cnp	Trd Time
DK0010171362	Jeudan	510	200	AMA	NDA	15:15:21
DK0060079531	DSV	71.75	200	SVB	MSI	15:15:18
SE0000427361	Nordea Bank	63	200	DIF	SVB	15:15:18
DK0010268606	Vestas Wind System	415.5	100	DIF	MSI	15:15:16
DK0010268606	Vestas Wind System	410	150	ENS	MSI	15:15:12
DK0010207497	Danisco	274.5	150	JPM	FIH	15:15:09
DK0060083210	D/S Norden	207	50	UBS	JPM	15:15:08
DK0060083210	D/S Norden	207	50	ENS	JPM	15:15:08
DK0060083210	D/S Norden	207	350	ENS	JPM	15:15:08
DK0010207497	Danisco	274.5	100	MSI	FIH	15:15:08
DK0010207497	Danisco	274.5	100	ENS	FIH	15:15:08
DK0010207497	Danisco	274.5	350	JPM	FIH	15:15:08
DK0010207497	Danisco	274.5	500	JYB	FIH	15:15:08
DK0010207497	Danisco	274.5	150	JPM	FIH	15:15:08
DK0010207497	Danisco	274.5	200	NON	FIH	15:15:08
DK0015939359	BankInvest Japansek	55.6	1,311	ALB	NYB	15:15:06
DK0010268606	Vestas Wind System	414.5	100	NON	GSJ	15:15:05
DK0060083210	D/S Norden	207.25	150	MLI	UBS	15:15:04
DK0060083210	D/S Norden	207.25	100	MLI	JPM	15:15:04
DK0060083210	D/S Norden	207.25	200	MLI	MSI	15:15:04
DK0060083210	D/S Norden	207	100	ENS	NEO	15:15:03
DK0060083210	D/S Norden	207	200	DBL	NEO	15:15:03
DK0010272129	Novozymes B	435.5	50	AMA	ENS	15:15:03
DK0010272129	Novozymes B	435.5	50	ENS	ENS	15:15:03
GB00B01FLG62	G4S plc	18.6	5,000	INT	SYD	15:15:04
DK0060083210	D/S Norden	207.25	100	NYB	MSI	15:15:02
DK0060082915	D/S Torm	103.5	700	ENS	DBL	15:15:02
DK0060082915	D/S Torm	103.5	2,750	ENS	CSB	15:15:02

IDEAS gives you overview of the day's trading activities and of what counterparts that have participated. The dealer gets an overview of what is happening in the market.

Buy	TORM	1,401.00	62.00	62.50	4,802.00	TORM	Sell
Buy	TORM	3,233.00	61.50	63.00	2,500.00	TORM	Sell
Buy	TORM	1,840.00	61.00	63.50	3,500.00	TORM	Sell
Buy	TORM	800.00	60.50	64.00	4,295.00	TORM	Sell
Buy	TORM	2,100.00	60.00	64.50	1,500.00	TORM	Sell
Buy	TORM	262.00	59.50	65.00	250.00	TORM	Sell
Buy	TORM	1,600.00	59.00	66.00	2,645.00	TORM	Sell
Buy	TORM	750.00	58.00	66.50	845.00	TORM	Sell
Buy	TORM	50.00	57.50	67.50	1,000.00	TORM	Sell

Buy	TORM	401.00	62.00	62.50	100.00	TORM	Sell
Buy	TORM	1,000.00	62.00	62.50	602.00	TORM	Sell
Buy	TORM	1,006.00	61.50	62.50	1,000.00	TORM	Sell
Buy	TORM	1.00	61.50	62.50	3,100.00	TORM	Sell
Buy	TORM	500.00	61.50	63.00	200.00	TORM	Sell
Buy	TORM	728.00	61.50	63.00	400.00	TORM	Sell
Buy	TORM	1,000.00	61.50	63.00	1,000.00	TORM	Sell
Buy	TORM	107.00	61.00	63.00	1,000.00	TORM	Sell
Buy	TORM	557.00	61.00	63.50	500.00	TORM	Sell
Buy	TORM	306.00	61.00	63.50	500.00	TORM	Sell
Buy	TORM	500.00	61.00	63.50	200.00	TORM	Sell
Buy	TORM	190.00	61.00	63.50	500.00	TORM	Sell

IDEAS gives you fast and efficient insight into the market details for any instrument.

When you double-click an instrument in IDEAS you automatically get information about 'Market-By-Order' and 'Market-By-Level', among other things.



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## END TO END WORK FLOW

### DMA FOR INSTITUTIONAL CLIENTS

ENHANCE YOUR CUSTOMER SERVICE  
AND DELIVER REAL VALUE TO YOUR  
INSTITUTIONAL CLIENTS.

#### SERVICE

IDEAS also delivers built-in sophisticated market information and DMA terminal COCKPIT Trader for your institutional clients as well as active traders. The solution can be tailored by you, for your clients and your dialogue with them, and fully customized for your company's graphical profile and appearance.

#### CLIENT DIALOGUE

Tailoring COCKPIT Trader opens opportunities to create a real competitive advantage. Why not include an exclusive chat box in your daily dialogue, or promote your latest prospectus or analysis directly in the system?

### ALOC AS PARTNER - EXTRACT OUR VALUABLE EXPERIENCE

When you choose ALOC as your software partner for Trading & Order Management and settlement you are making a safe choice. This is supported by our many references, 25 years of hands-on experience and the passion of more than 100 enthusiasts. We are specialists. We work with software solutions for the financial market. We turn complicated into simple. We live, think and dream our solutions. We have done so since 1985. Today, we are market leaders in Trading & Order Management. You will experience that our history and efforts provide for cost-effective and innovative solutions for your future.

