



## Shore Group Associates Case Study: Data Integration

A financial technology company approached Shore with a challenge: managing multiple, third-party data sources, including an equity and fixed-income market data feed which needed to be integrated within its own systems.



### SUMMARY

A financial technology company bought a new market data feed with equity and fixed income content, including securities, issuers, investors, and holdings. The market data vendor had relatively good documentation, but little availability/accessibility to assist the client with integration. In addition, the client had limited resource availability, both on the technical and business fronts, to insure that the integration was a success. Shore not only managed the integration using onshore knowledge experts and project managers coupled with offshore developers, but Shore also added considerable value by working with the client to conceptualize various reports and derived analytics, as well as create the logic to implement and render the information. Shore also performed technical and business QA on the systems and helped map the vendor entities with the client's proprietary entities (legal entities, counterparties, issuers, etc.) for seamless integration.

### PROBLEM

The client already had existing strategic and daily deliverables to manage. When they agreed to potentially use an outside vendor, they needed to ensure they had full transparency throughout the process, the quality, and the supporting infrastructure. They needed a partner with the business expertise and market data experience to manage major components of the project.

Desired outcomes that were shortlisted included:

- Formulate business logic that was not fully documented by vendor but required by client to maximize usefulness of data
- Create a one-time and ongoing QA plan to insure the data flowed properly and that any marriage of client data and vendor data did not result in any distortions
- Spec, approve, and create additional screens and database changes to store the data
- Build referential data plan to insure client accounts and vendor accounts could connect properly
- No negative performance impact on production environment during data updates
- Create downstream analytics and derived custom data

### Solutions Used

- Managed third party feed
- Interpreted vendor business logic and created additional logic for client
- Automated and manual QA framework
- Integrated new data source
- Content updated without disrupting the user experience
- Business rules and logic programmed around enhanced analytics and derived data the client desired to build on top of vendor data
- Shore team onsite
- UAT allowed for accelerated implementation of change requests
- Full documentation and knowledge transfer so the client had full control



## Data Feed Experience

- Capital IQ / S&P
- Thomson Reuters
- Dun & Bradstreet
- FactSet
- ICC / Companies House
- Ipreo
- Morningstar
- ZoomInfo
- ISS
- Mergent
- Interactive Data Corp
- CMA Datavision

## IMPLEMENTATION

- Senior project manager, SME, and senior technologist onsite with client during initial requirements gathering
- Business rules, milestones, and process derived onsite with client's stakeholders
- Development work performed offshore and managed by US-based, local project manager
- Used materialized view / replication approach to mitigate impact on production environment
- Metrics, work samples, and reporting delivered weekly

## RESULTS

The new market data content set provided the foundation for a new module, which became the most widely used product feature. The content research team was also able to respond intra-day to user-identified content adjustments. According to an internal stakeholder, the results have been extremely positive. "The end product's quality is great and maintainable which is always the challenge. We get a sophisticated product that is easy to work with and easy to maintain AND gives us value."

Since then, Shore has been used across a range of projects by the client within their research and technology teams.