

**PREDICTABILITY THROUGH PRECISION**

The **Application Latency Indicator for Vendors and Exchanges (ALIVE)** product is a data monitoring and quality tool used to identify discrepancies in a data provider’s content. WHSS makes sure the client’s delivery is received in an expected timeframe and an expected interval. The role of WHSS is to look for deviations, anomalies and delays.

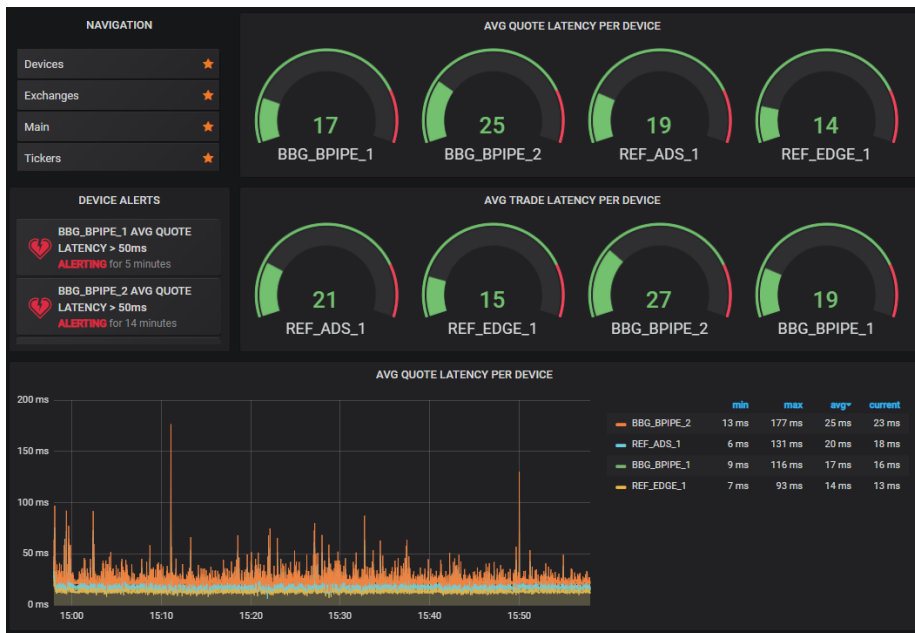
ALIVE is ether deployed as a standalone tool or as part of a value added service to an existing WHSS support agreement. WHSS support staff manages the infrastructure, manages installs, and monitors the overall market data process. This offering ensures optimum performance and competitiveness for the client and features:

- Service based monitoring of Data Quality / Latency
- Maps & monitors data latency by vendor/exchange
- Compares multiple vendors simultaneously
- Historically tracks best times by vendor / time
- Tracks total circuit from exchange to local application time
- Helps support regulatory requirements for ensuring best data to clients

**KEY BENEFITS OF ALIVE**

- Identifies consistent delivery of data
- Presents holistic view of performance across vendors
- Shows any patterns for increased or decreased delivery times throughout the trading day
- Substantiates firms position of presenting clients with best / most accurate data at any given time.
- Historical / trend information supports risk/ compliance objectives
- Correlates volume spikes to latency spikes across different vendors and exchanges

**ALIVE DASHBOARD**



**WEST HIGHLAND SUPPORT SERVICES**  
Wall Street Plaza  
88 Pine Street, Suite 720  
New York, NY 10005  
212.867.1848

[www.westhighland.net](http://www.westhighland.net)