



**Fidessa**

## Advanced DSA

### Advanced dynamic order execution capabilities

With Fidessa's ADSA product, you can open the door to richer client engagements with sophisticated order validation, routing, and algo switching capabilities.

- Automate your order execution workflow with sophisticated algorithms.
- Implement a set of customizable and straightforward trading strategies designed to improve performance and reduce costs.
- Self-provision your entire low-touch offering.

In today's low-touch business, buy-side clients expect more services and customizations. Additionally, cost pressures dictate the need for a globally consistent technology stack, shareable across businesses. However, the risk of polluting your algo container makes customization unmanageable.

Fidessa's ADSA product provides tools to manage algo customizations and switching. The solution puts your clients in direct control of their business.

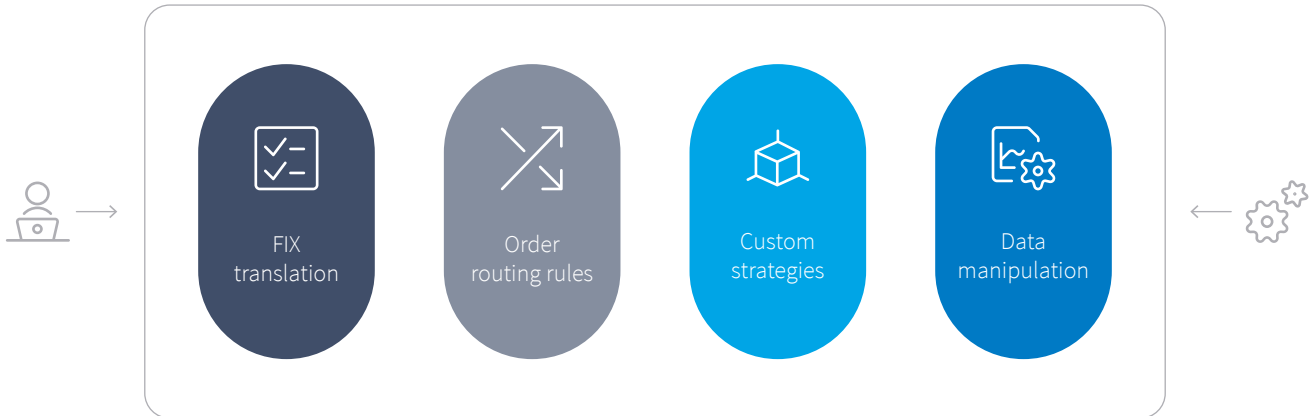
#### Key features:

- Configure automated workflow with validation, enrichment, parameter and analytics-based routing decisions.
- Customize strategies with algo switching logic. Set an algo switching logic for customized strategies
- Backup algos and error/reject behavior.
- Manage all your electronic workflows in one place.
- Give your users the tools they need to build fully customized routing strategies for their clients.
- Integrate your low-touch service with your regional and global Fidessa platforms.
- Build low and no-touch workflows using client-specific business rules to manage any exceptions efficiently.
- Create custom execution plans with phasing and algorithmic switching.

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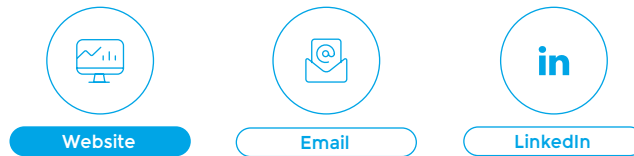
## ADSA self-provisioned service

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