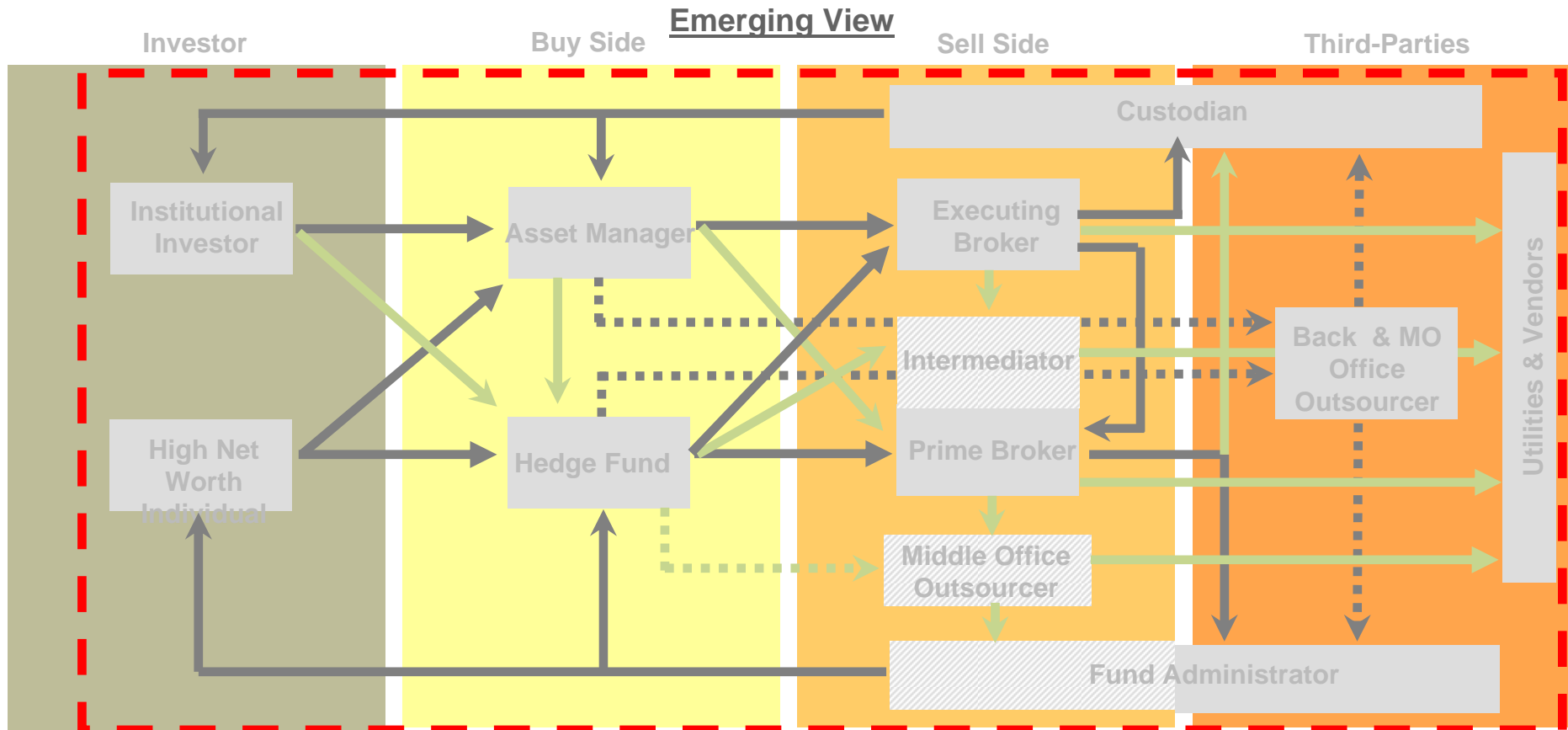


Introduction to Detica research

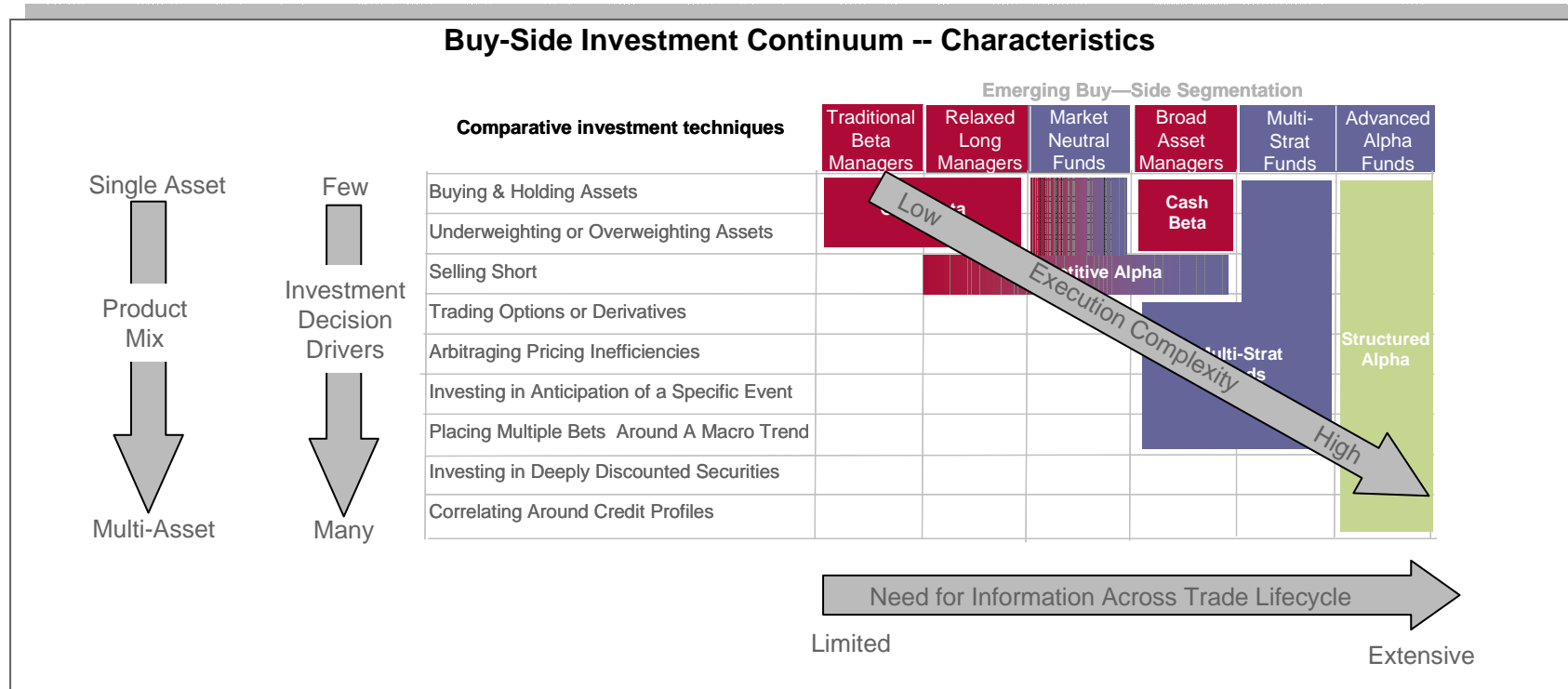
Martin Bagshaw



2007 Service Provider Industry Realignment (SPIRAL) Survey Focus - Understanding how new services, changing players and shifting investment profiles are realigning the overall market and service model



As investment strategies become more complex, so do the products, investment decision drivers, and information needs across the trade lifecycle



Key Points

- As buy-side investment techniques rely on multiple asset classes and markets, execution complexity rises and the number of factors that influence the investment decision grows
- Information that affects decision-making moves well-beyond the pre-trade and at-trade space when more complex strategies are being pursued
- Key information to drive the trade strategy comes from the front office, middle office and operational support groups within a buy-side organization

To maximize returns, buy-side organizations are transforming their approach to trade management and this has enormous impacts on the value they place on 'operational' services

