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## *Announcing Clearnet MyPlanner for Market Data and Trading Systems Professionals*

If your job requires you to stay on top of technical notifications and bulletins from Exchanges, trading services, and software providers, Clearnet has a new system to help you do a better job, more easily.

It's called Clearnet MyPlanner, and it provides new functions for managing notifications, drawing on our 15+ years experience handling technical communications from exchanges and trading services around the world. Essentially, MyPlanner is a very specialized project management and control system for professionals with your mix of internal and external bulletins, due dates, and project documentation. MyPlanner is integrated with the Clearnet Calendar and has six key features:

1. Filter and report notifications and deadlines coded by Clearnet in the way that is most meaningful for your organization, just for the exchanges or trading services that you follow.
2. Add team assignments, project codes, and notes to notifications downloaded from Clearnet so that you can manage, control and report your own status using MyPlanner.
3. Create notifications and target dates for your internal projects and systems. These are added to the MyPlanner database, so that you can display and print your own customized reports for internal management and control that combine exchange deadlines and your own system plans.
4. Notify your users, team members, or customers by email of your notifications, announcements, milestones, test dates, etc., with a single click from MyPlanner. MyPlanner keeps track of when the notifications were sent, and to what list.
5. Share your MyPlanner database with your colleagues, so that they can review notifications and events for the sources and systems that are of specific interest to them.
6. Research notifications sent in the past from MyPlanner, to solve problems and answer questions quickly.

### **Who should use MyPlanner?**

**ISV's** can use it to control changes to datafeed handlers and announce planned changes to customers and users.

**Trading Firms** can use it to control changes to trading desk systems, in a multivendor environment.

**Exchanges and Data Providers** can use it to control communications with data feed recipients.

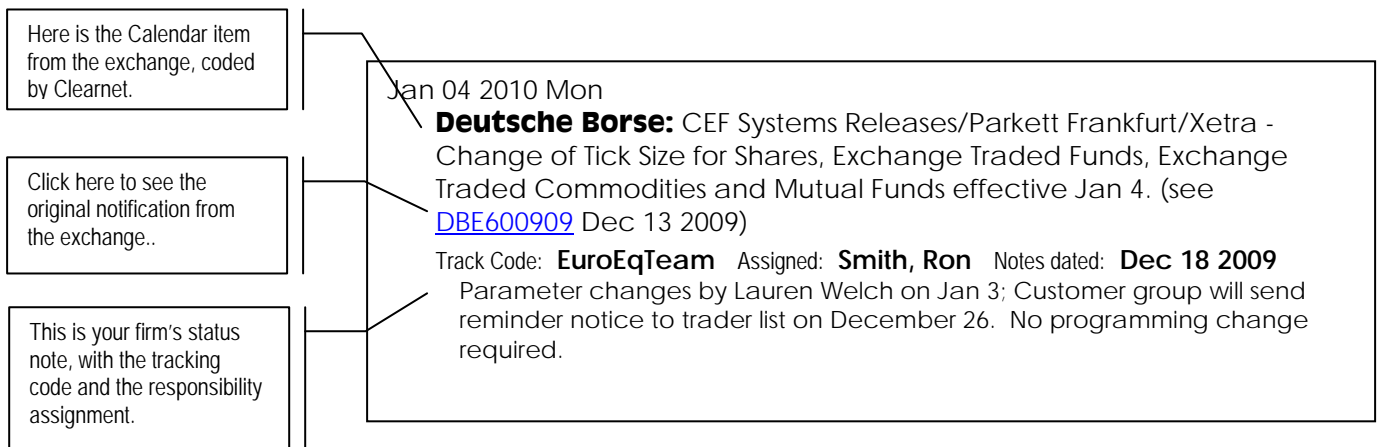
### How does MyPlanner work?

The MyPlanner application and data reside on your local computer (using Microsoft Office).

On a weekly basis, you update your local MyPlanner database from the Clearnet webserver. Our updates are finished by Monday morning, so that you can start your week with a review of the most recent information from external sources.

At this time...or any time...you can review displays and generate reports based on selective filters and sorts of the data for use within the firm. For instance, if you are interested only in U.S. equities, you can filter out Canadian, European, and other regional sources, so that you focus just on your area.

Furthermore, you can create internal notifications with due dates and add them to the database so that anyone looking at MyPlanner will see your firms' notifications and milestones mingled with those received from the external sources you track. An internal notification might be the go-live of a new trading feature, the interface to a new exchange, or the cut-over to an entirely new trading system.



When you create your own internal notification, you have the option of emailing it to the people that need to know. The notification, the date sent, and the distribution list are logged in MyPlanner, for accurate tracking. The notification itself is a web page, stored for access by anyone using MyPlanner, and the link to the notification is automatically inserted in your email message. [Click here for an example.](#) Your notifications can reference your database of documents or technical specs as needed (using URL or UNC file links) so that each notification is easy-to-use and comprehensive and accessible anywhere.

The MyPlanner application can be shared. Other entitled users may view the Calendar, with sorts and filters that reflect just their own planning need. For instance, the team handling US and Canadian equities systems can focus just on notifications and events that affect their systems.

### Can we add new features to MyPlanner?

MyPlanner is a system that will evolve and improve based on user feedback. To assure the integrity of the design, we would like to know what your additional needs are. If

they are of general interest, we'll add them to the core application. In any case, we'll tell you how we can help meet your needs.

**Why did Clearnet develop MyPlanner?**

Our subscribers have requested a way that they could filter, sort, and personalize the Clearnet Calendar to better meet their internal needs. We listened. And the more we thought about it, we recognized that our own experience with handling notifications would be transferable and of great benefit to our users. The result is the Clearnet MyPlanner. Our process has served the industry since 1994, and MyPlanner is the latest implementation.

**How do we proceed?**

Just give us a call to identify your interest, and we will arrange an online demo of MyPlanner. MyPlanner will be in beta late in Q2, 2010, with general availability thereafter.

Craig Shumate  
973-895-9599  
[cms56@mgit.com](mailto:cms56@mgit.com)  
Clearnet/The Morris Group