

Optimize Your Opportunities

with Apps for Capital Markets



CREATE

new applications

CULTIVATE

new customers

GENERATE

new profitability

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Program Highlights

Access development and marketing capabilities from IPC® like never before with IPC's Affinity Partner Program (APP). Now you can make the most of your innovative applications in the financial markets community with the many advantages awaiting your firm and development partners when you partner with IPC:

- **Access to Financial Markets for your Applications and Services** - IPC has relationships with many financial markets customers around the globe, including top-ranked global banks, hedge funds and other major financial institutions in the world's top 200 financial markets.
- **Global Reach for Selling, Support and Maintenance** - IPC has sales channels, support and maintenance models, to provide global reach for your solutions today.
- **Increased Exposure for Your Products and Brand** - IPC offers extensive marketing support and promotion for your development initiatives and new applications to enable you to increase your product and brand exposure.
- **Simplified Innovation** - IPC provides APP members with simplified toolsets that allows APP members to build applications almost as quickly as they can dream them up. Being able to develop communications-enabled applications with ease and quickness will allow IPC customers and APP members to always stay ahead of their competition.
- **Access to APIs and Extensive Developer Support** - IPC provides access to the APIs and an APP staff with expertise and a designated contact person to assist with the development efforts of APP members. IPC also offers access to third party developer training and technical resources for approved platforms and evaluation support available to APP members.
- **No Investment in Specialized Resources** - APP members and their development teams already have the skill sets needed to work in IPC's open-standards and SOA-based environment. Ease of use allows for a faster time to market for APP member apps. Community of partners who have developed APIs that can be consumed/leveraged by the customers.
- **Open standards APIs** - IPC offers web service APIs that follow the REST architectural style XML format.
- **Security** - IPC has secure network with HTTPS access.
- **Comprehensive SDK** - A software development kit with the information necessary to develop, test, and deploy integrated applications. The SDK includes documentation, sample code, and sample applications.
- **3 family of APIs to interact with Unigy**
 - I. **Data** - A fetch system information like trader configuration and communication history.
 - II. **Management** - System configuration modifications like updated passwords.
 - III. **CTI/Call** - Enables calls and events to be managed and monitored.



So, Let's Get Started

The IPC APP provides a framework for solution vendors and IPC's customers to engage with IPC, and in turn IPC with them. IPC helps you access an expanding range of interfaces, information and technical support services. The IPC APP scope encompasses the entire range of IPC's portfolio, and Unigy™ systems, IQ/MAX®, Touch Turret, Soft Client and IQ/Max Edge turrets, as well as the Unigy Pulse off-floor devices, among other IPC applications. It is designed to assist APP members interested in developing the interoperability of their solutions and those who want to develop applications using the various APIs on IPC's Unigy Blue Wave™ Development Platform.

Affinity Partner Program General Information

The IPC APP brings together technology innovators, financial market leaders and IPC customers. Each APP applicant has extensive experience in creatively developing or applying new hardware, software or other services that can be beneficial to the financial markets audiences that IPC serves. IPC evaluates applications for membership on a business case and the type of solution the applicant can provide to further enhance IPC's portfolio of IPC products and services. Some applicants seeking membership may have business agreements or arrangements with outside organizations, such as competitors or channels that may compete with IPC offerings or strategic plans. IPC will work with such applicants to determine if membership in the IPC APP is advantageous to both IPC and the applicant, and how best to manage the APP membership relationship if IPC accepts such a firm into the APP.

Additionally, IPC recognizes that applicants for APP membership may produce a hardware and/or software product that interoperates with an IPC product and may wish to also apply their solutions to other IPC offerings. If an APP member wishes to benefit from working with multiple IPC product categories, the APP member must discuss such opportunities with IPC Product Management. Depending on the request, IPC may condition its approval on such items as the APP member agreeing to pay supplemental testing fees.

Why and What

The Affinity Partner Program is a legal agreement for Partners and Customers who want to develop application integrated to Unigy through Blue Wave.

- By identifying and licensing specific use cases we ensure that partners and IPC are working towards a common business purpose.
- The program defines the roles and responsibilities between the Partner, Customer and IPC.
- We also create a community of partners which could be very useful for Partners and IPC.
- The Affinity Partner Program is free of charge for the Customer/Partner.
- The Partner/Customer have access to the IPC developers Guide.
- The Partner/Customer have access to the IPC Blue Wave portal where they can download sample code.
- The Partner/Customer can purchase a Development kit to validate their development.
- UNG-BLUEWAVE-DEV-KIT. For example, Kit: 1 ACCM appliance + Unigy software + Blue Wave software + 2 Touch Turrets + 5 Blue Wave licenses.
- The Partner/Customer can purchase Development support from IPC.

Common Categories of Members

IPC APP supports the following types of members:

- **Independent Software/Hardware Vendors** - Companies or individuals whose product(s) use the IPC open interfaces and/or open industry standards to integrate with IPC products and create unique solutions that meet IPC product users' needs.
- **Compliance Solutions** - Companies that deliver compliance products using IPC's open interfaces and/or open industry standards for IPC platforms and solutions.
- **Interoperability Partner** - Vendors or service providers who need to ensure interoperability of IPC's

solutions in a customer environment and are seeking certification of their products with the IPC portfolio of platforms and solutions.

- **Customers** - IPC customers develop in-house applications that can be enhanced with integration of the IPC portfolio of platforms and solutions.

Membership Types

IPC APP includes the following membership types:

- **Partner** - Partner members have developed products that interface with one or more IPC solutions, or offer a product or service that is complementary to IPC's product portfolio. Members test their product(s) per the IPC APP guidelines to ensure reliable interoperability with specific versions of IPC products. Marketing benefits are available to promote the joint effort between members and IPC to sales channels and customers. IPC grants Partner development licenses and IPC may work with specific Partner members on a more strategic level to integrate their solutions and jointly go to market.
- **Customer** - Customer members have the same access to technical resources and developer support as Partner members, but since their development efforts are entirely for the Customer member's internal business purposes, their development licenses do not include any distribution rights. They are also not entitled to marketing and sales support (see Membership Requirements and Membership Benefits).

Affinity Partner Program Key Benefits

Leverage our partners

- Allows you to buy a directly existing application.
- The program features advanced monitoring and automated upgrade validation.
- Offering a total tailored application for your business.

Homemade development

- Featuring bundled hours for support.
- Development kit at cost.
- Documentation – Blue Wave API Developers Guide.
- Samples in different language.

Membership Support

An IPC APP staff will provide assistance to every APP member. Each APP member will be assigned a dedicated primary contact to facilitate and coordinate activities of IPC and the APP member required for each to meet their agreed-upon services delivery and/or program goals. IPC APP members also will be granted secure access to the IPC APP portal, a web-based solution center designed to assist APP members in understanding APP benefits and services.

Blue Wave Development and Support

The customer has a development team, which the customer will use to develop, deploy and support the application.

- IPC signs the APP with the customer.
- Blue Wave infrastructure option for development available.
- An additional fee for development support applied.
- The Customer will have to buy licensing for Blue Wave usage.

The customer outsources a third party to develop their application. It will be the customers responsibility to purchase support and develop from the third-party vendor

- IPC signs the APP with the 3rd party.
- Blue Wave infrastructure option for development available.
- An additional fee for development support applied.
- Free of charge for APP/customer will have to buy licensing for Blue Wave usage.

IPC do have some partners that developed Applications. The customer can purchase the app, the installation and support directly from IPC Partner

- Third party must be under APP with IPC.
- The customer will have to buy licensing for Blue Wave usage.

Membership Requirements

The following is a summary of Affinity member requirements.

No. Membership Requirements		Partner	Customer
1	Execution of IPC APP agreements, application and fees	✓	✓
2	Appointment of business and technical contacts	✓	✓
3	Staff members with technical competency on associated IPC system/platform/product	✓	✓
4	Completion of successful interoperability and verification testing (when IPC determines is necessary)	✓	Optional
5	Availability of adequate customer support for APP member applications	✓	N/A
6	Inclusion of member product and service information in IPC's APP Member/APP Solution Directory and authorization for IPC to publish	✓	N/A

✓ Indicates the requirement must met by all APP members of the type indicated

What's Required to Get Started

To become an APP member, just follow these four easy steps:

1. Complete the IPC APP application form.
2. Read, complete and sign the IPC APP agreement form. This document will detail specific terms for the relationship between IPC and your firm.
3. The agreement (mentioned in step 2) has to be approved both by IPC from a development viewpoint and the customer has to approve terms of the agreement to move to the next step.

Note: that the form of agreement may be different for APP Partner members than it is for IPC Customer members.

4. Name a business and technical contact as primary contacts for IPC.
5. Pay any applicable program fees. Fees vary and are subject to change without notice. Fee details will be provided by your IPC contact.



What's Recommended for a Successful Partnership?

Access IPC Systems/Platforms/Products:

To assist APP members in developing comprehensive, up-to-date and state-of-the-art solutions. IPC provides a process for members to purchase and/or license select IPC products for development purposes at discounted prices. IPC reserves the right to approve requests to purchase and/or license platforms and interfaces at IPC's sole discretion.

Additionally, IPC may make remote access to IPC-owned systems available on selected IPC systems as IPC may determine in its sole discretion. For more information, visit the APP portal at <http://app.ipc.com>.

Competency with IPC Systems/Platforms/Products:

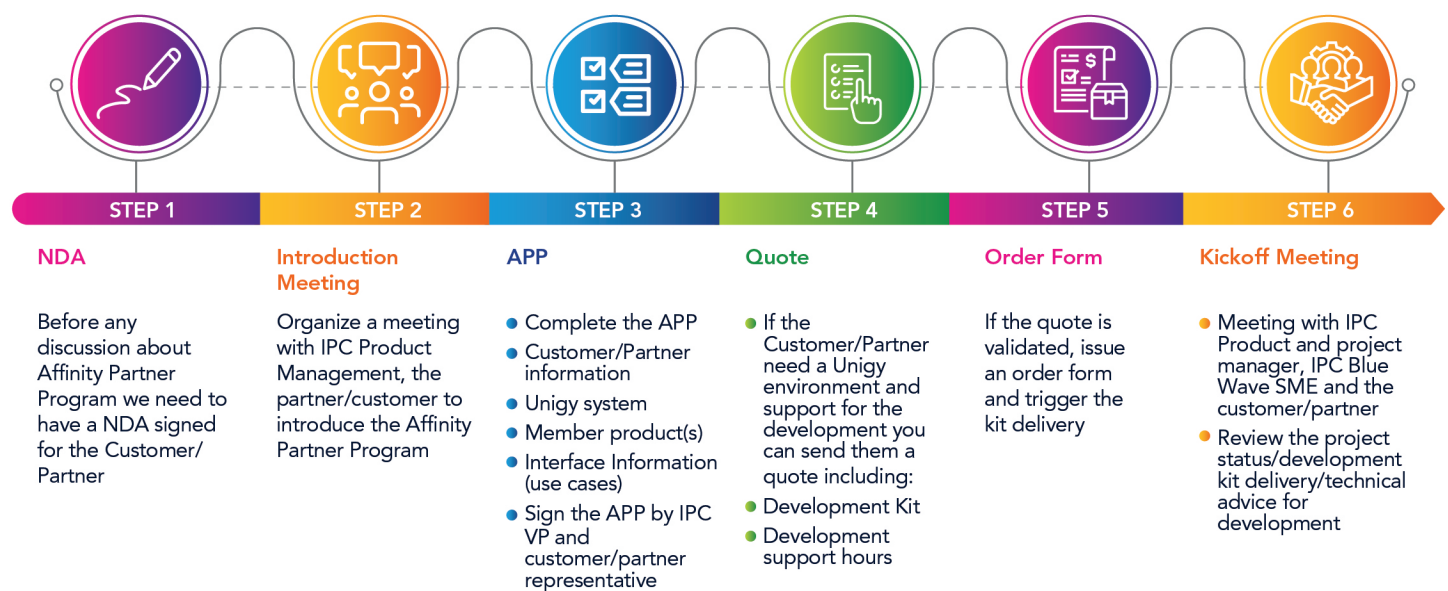
Members must have staff that can demonstrate technical knowledge of and competence with the IPC product/interface associated with the APP membership. For APP members that do not yet have these capabilities, IPC will make training available. IPC's training course schedules and other information about training may be found on the APP portal, <http://app.ipc.com>.

Customer Support for Partner APPs

APP Partner members must provide their customers with support for their solution(s). The partner will decide how such customer support is provided. IPC reserves the right to require certain minimal support standards when specified in the final Application Notes, such requirements may include (without limitation) availability (7 x 24) or service-level agreements for member applications on certain platforms.



Affinity Partner Program Steps



Marketing And Promotional Benefits

The marketing and promotional benefits of APP membership are listed and described in the chart and the text that follows. IPC is always looking for additional opportunities that will cost effectively help advance the interests of IPC and one or more of its APP partners. This can be internal and external websites, customer events, interactive online events trade show participation and more. IPC reserves the right to modify marketing and promotional benefits at any time and for any reason without notice to APP members.

Members Benefits	Partner	Customer
Program management contact access	✓	✓
Use of IPC APP member logo	✓	✓
Member highlight in IPC customer newsletters	✓	
Media relations support	✓	
Joint development of customer success stories	✓	
Development of joint solution datasheet	✓	
Invitation to attend or sponsor IPC's sales conference	★●	
Invitation to participate in or sponsor IPC event/conferences	★●	
Social media programs and promotions	★	
Participation in joint webinars	★	
APP Partner Member/ APP Partner Solution Directory	★	

- ✓ Indicates the benefit is available to the member subject to IPC approval.
- ★ Indicates the benefit is available to the member depending on availability of space, non-program resources or other factors not under the direct control of the APP.
- Indicates the benefit is available to the member, but there may be a fee associated with the benefit.

Program Management Contact Access

The IPC APP staff may be reached through the IPC APP portal at <http://app.ipc.com>. Additionally, a primary contact will be assigned to an APP member. The IPC contact will serve as the APP member's central resource for questions about the program and the benefits/requirements.

Use of IPC APP Member Logo

IPC grants members the right to use the approved APP logo in accordance with IPC logo guidelines. All logo usage must be pre-approved by the IPC APP staff.

Member Highlights in IPC Newsletters

IPC may publish in its customer newsletters articles highlighting individual APP members and/or the solutions they are developing with IPC in order to promote the APP, IPC's relationship with the APP member and/or their respective product offering(s). If IPC, in its sole discretion, selects to highlight an APP member or its solution, IPC will provide the APP member with the text of any article and obtain APP member approval prior to publication.

Media Relations Support

IPC and its media/public relations agency work aggressively to ensure the strategic placement and timing of press releases, publication interviews and media events to maximize the market impact of these efforts. IPC APP Partner members can benefit from this marketing focus and IPC encourages all APP Partner members to participate in providing leadership quotes, corporate approvals for APP Partner-related information and senior business representatives for key face-to-face media opportunities when IPC presents such opportunities for media exposure. Final press releases may be posted to and media events promoted on the IPC corporate website and social media channels.

Note: IPC must approve any press release or appearance that contains or promotes IPC's corporate or product name(s) prior to publication. Unapproved usage of IPC branding marks may result in termination from the program and/or legal action. APP members should request press release templates to announce joining APP or completing certification testing from IPC's APP staff.

Joint Development of Customer Success Stories

From time to time, IPC may request to work with an APP Partner member to create a customer success story. In the alternative, APP members, on their own initiative, can submit written customer success stories for IPC approval to help promote the joint offer/service. No customer success story may be published without IPC's input and written approval prior to publishing and distribution. IPC will review the stories for possible branding and placement on the IPC corporate website.

Development of Joint Solutions Datasheet

IPC may request individual APP members to write, produce and post a solution sheet describing the IPC/member relationship. IPC will work with the APP member to create the data sheet. IPC may post an electronic version on the IPC corporate website to help promote the APP member solution(s) and its relationship with IPC.

Invitation to Participate in or Sponsor IPC Events / Conferences

Throughout the membership term, IPC may host or participate in one or more corporate, industry and/or tradeshow events around the world as well as host or participate in interactive online events such as, digital conferences, events and webinars. When available, IPC may offer APP members sponsorship opportunities at any such IPC-related events. Offers will be made at IPC's sole discretion and details will be defined at the time of offer. Offers may include:

- Opportunities to network with IPC executives, customers and other APP Partner members to showcase APP member solutions within exhibits.
- Invitations to attend industry events sponsored by IPC.
- Attendance at other educational and networking session.

Social Media Programs & Promotions

IPC and the IPC APP use a variety of social media tools (example: Twitter, Facebook, LinkedIn, YouTube, blogs) to help market new products, share thought leadership ideas and opinions, highlight strategic relationships and promote activities involving IPC. Such opportunities may be advantageous and made available to APP members in IPC's sole discretion.

Participation in Joint Webinars and Interactive Online Events

IPC often uses webinars and interactive online events to educate internal audiences – sales force, customer relationship managers, all employees – and share or promote new concepts/ideas to external audiences – customers, industry interest groups. These webinars and interactive online events may be hosted by IPC or by organizations affiliated with IPC. Where opportunities exist to include APP members' information in such webinars/interactive online events or conduct the webinars/interactive online events jointly with (an) APP member(s), IPC will work with the APP member(s) to ensure correct representation of the APP member(s) and its/their efforts and to maximize the marketing benefit of the webinar/interactive online event.

Inclusion in APP Partner Member/APP Partner Solutions Directory

IPC may publish an APP Partner Member/APP Partner Solutions Directory making it easier for IPC sales, distributors, and customers to access APP Partner member product(s) and service information. APP Partner members, by paying annual membership fees, thereby authorize IPC to include such APP Partner member's company and solutions information in the APP Member/APP Solutions Directory.

This also includes authorization to publish the directory in any media or format, including, without limitation on the IPC corporate website. Website visitors will be able to find APP Partner member contact information, solution descriptions and corresponding information.

Note: Prior to the successful completion of certification testing only APP member company information may appear in the directory, not information on the APP member solution. Also, any APP Partner member that does not want its information to be published in the directory must notify IPC through its designated contact to opt out.



Development Support Services

Members Benefits	Partner	Customer
Access to IPC and third party developer training	✓	✓
Access to technical resources for select platforms	✓	✓
Discounted development platforms - hardware and software for select platforms	★	★
Access to APP developer support services	✓	✓
Application Notes and certification solution description	✓	

- ✓ Indicates the benefit is available at the member level.
- ★ Indicates the benefit is available at the member level, but may be subject to APP member payment of additional fees associated with the benefit.

Access to IPC and Third-Party Developer Training

IPC will provide APP members with access to multiple online, web-based training courses to better understand IPC, its business and product/service offerings for trading communications and other training courses addressing specific development APIs.

Access to Technical Resources for Select Platforms

IPC also may provide APP members with online access to a wide range of technical resources, including IPC product documentation, white papers and product support information. IPC, in its sole discretion, also may include access to remote labs, Software Development Kits (SDKs) and other IPC-provided developer tools as part of the technical resources it provides.

Discounted Development Platforms Hardware & Software for Select Platforms

IPC may offer discounts on selected hardware platforms and software licenses to APP members for use in product development, integration and configuration in conjunction with one or more IPC products. However, the IPC products an APP member purchases at a discount for its development environment may not be used in a production environment; doing so will result in termination of such APP member's APP membership.

Access to APP Developer Support Services

APP members receive a pre-determined allotment of hours for technical development support for the interfaces and related products which IPC may provide by telephone or online. The APP staff will track technical support in 15-minute increments to compute hour usage. When a member's technical support hour allotment has been exhausted, the APP member may purchase additional support and may be required to purchase additional support to avoid service interruption. APP members have the option to purchase additional development support hours at any time. The APP staff will make every effort to respond and answer support requests within three business days, but IPC does not provide a response time guaranty.

The APP staff will not directly support APP member solutions that are operational or deployed and operating at an end user or customer site. If a problem occurs after the solution has completed testing and is deployed in an end user's environment or operating at a customer site, the following field escalation process must be followed:

- The APP member must first locate the issue's root cause and determine if the problem is caused by the APP member's application/solution or by an IPC interface.
- If the APP member can demonstrate that the IPC interface is the cause of the issue, then the APP member may begin an escalation through the support process set forth on the APP portal, which may include, at a minimum and without limitation, APP member's written description of the issue with sufficient detail for IPC to understand the fault and IPC's remote access to the APP member's development environment to observe the replicated fault.

- In cases escalated to and accepted by IPC, IPC's APP staff will troubleshoot the issue and will engage with the APP support team as necessary. The APP support team, with the APP member, will assist with all available information from preliminary troubleshooting work.
- Where IPC determines that the APP member's application is the cause of the issue (and not the IPC interface), the IPC APP staff will hand-off the issue to the APP member and the APP member support team for any further required support to the end user customer.

End user customer issues reported to IPC Services for "certified" solutions are only supported to the extent that the solution

1. Matches the tested software versions for both the IPC and APP member elements.
2. Conforms to the system/network configuration as originally tested.

Where versions or configurations differ from those that IPC has certified for interoperability, IPC and the APP support team will refer the customer to the APP member for problem resolution. The APP member is then responsible for recreating the issue in a non -production lab/development environment and reporting findings and a resolution to IPC's APP staff. If IPC, in its sole discretion, determines that a fix or enhancement to IPC software is the most efficient manner to address reported issues, IPC reserves the right to deliver such updates only against current and/or planned supported releases. IPC does not guarantee the delivery of any updates for unsupported releases of IPC software. It will be the APP member's responsibility to undertake, at its own cost, any additional certification tests for more recent IPC solutions or versions of IPC solutions. IPC recommends that APP members maintain current certification tests with all major supported releases of each of the IPC products related to each major release of their solution(s).

Support Hours and Purchase of Additional Support

Support hours are not transferable and cannot be carried over to subsequent membership terms. All support hours purchased by an APP member are "use or lose" for each APP membership year. The number of support hours and test days depends on the selected membership package. If additional support is needed,

APP members may purchase additional support hours in blocks then offered by IPC. APP members should request a quote for incident-based, per-hour pricing through the IPC APP staff. APP members can access support through the APP portal.

Application Notes, Tested Logo and Solution Description

The IPC APP lab facilities are the member’s source for development testing and support services. Application Notes are written after successful testing in IPC’s facilities and describe how to configure and administer the solution and specifies technical contact information.

These Application Notes must be reviewed by the APP member and comments or approval provided to IPC. If a member does not respond to the request for comments or approval from IPC within thirty (30) business days following the receipt of the review request, the Application Notes shall be deemed approved by the APP member. In such instance, IPC reserves the right to publish the Application Notes without the member’s review and comments which could result in inaccurate description of the testing results. The APP member assumes responsibility for all published Application Notes and IPC shall have no liability for any Application Notes that are published.

APP members must contact their IPC APP representative if they do not want to have a solution’s Application Notes on the IPC website.

Membership Support Packages & Fee Structure

Package Offering	Partner	Customer
Program fee	Nil	Nil
Development support	\$ 10 hour bundles	\$ 10 hour bundles
Purchase additional development support	Option to purchase on request	Option to purchase on request
Test/lab system	Option to purchase a test system at additional cost. Member special discount will be provided. Note that these systems cannot be used in a production environment.	

IPC OFFICES

Around The World

IPC is a technology and service leader that powers financial markets globally. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With customers first and always, we collaborate with each to understand their individual needs to help make them secure, productive and compliant within our connected community. Through service excellence, long-developed expertise and a focus on innovation and community, we provide agile and efficient ways for our customers to accelerate their ability to adapt to the ever-changing requirements for advanced data networks, compliance and collaboration with all counter-parties across the financial markets. www.ipc.com

IPC's network community of over 6,600 customer locations in 750 cities throughout the world, world, bringing flexibility and scalability to financial organizations everywhere.

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