



# Fidessa

For further information please contact our sales department on:

Fidessa corporation  
17 State Street  
42nd Floor  
New York NY  
10004-1501

Tel: +1 212 269 9000  
Fax: +1 212 943 0353  
Email: us.info@fidessa.com

[www.fidessa.com](http://www.fidessa.com)



## Direct Strategy Access (DSA)

Fidessa's DSA offering provides a fully integrated solution for exposing BlueBox algorithms directly to the buy-side. DSA leverages the existing BlueBox algorithms, market access, FIX buy-side flow, back office links, reporting and compliance features of Fidessa's trading platform.

### Directed Strategies

- DSA orders are immediately applied to the BlueBox algorithms with the parameters specified by the buy-side.
- The Broker can control the algorithms and the parameters exposed to the buy-side, allowing simplified views into the algorithms.
- The Broker can create presentation layers for algorithms tailored to individual clients.

### Monitoring DSA Orders

- Risk management checks allow the Firm to monitor the daily dollar value for the client as well as the quantity and value of individual orders.
- Fidessa monitors each DSA order's VSOT benchmark in real-time, alerting users if the orders are drifting off target.

Fidessa DSA requires that the firm has purchased Fidessa's BlueBox algorithms.

Fidessa - BlueBox Orders									
BlueBox Orders									
State	Message	Qty	Symbol	Strategy	Done	AvgPrc	BP from VSOT	Difference fr...	% Target
ACTIVE	Size QuantB	15,000	ACAT	VWAP	100	8.01	-2.5	-0.002	0.67

Parameters... Pause Pull and Pause Resume Stop Tick in Tick out Price at Market Catch Up (LMT) Catch Up (MKT)

Fidessa - Counterparty Limits Grid									
Counterparty Limits Grid									
Cpty	Enabled	Order Value	Daily Value	Daily Total	Orders Amended	Cancelled	Ccy	Entered by	
BATKIN	All	350,000,000	50,000,000,000		40	2	13 USD	Christine.Yu@V5QA.US	
LULU	None				0	0	0 USD	Christine.Yu@V5QA.US	
TEST1	All		1,000,000		0	0	0 USD	Hikaru.Stsdr1@V5QA.US	
TEST11	None				0	0	0 USD	Christine.Yu@V5QA.US	