



Press Release

September 28, 2007 - Toronto/ New York

LakeFront Data Ventures and ReferenceDataFactory announce new Financial Enterprise and Reference Data Management Consulting Practice

LakeFront Data Ventures Inc. (LDV) and ReferenceDataFactory LLC (RDF) have announced a new financial and reference data management consulting practice.

The joint Data Management Consulting Practice caters to the requirements of a new generation of forward-thinking management and technologists at financial firms who are in the formative stages of developing and/or executing a data strategy or a data management technology renewal. LDV/RDF advocates an agile, flexible, results-oriented approach based on a “Services” business model and SOA technology that executes and delivers value sooner than rigid large footprint data management platform solutions.

The practice is led by LDV, leveraging its existing trusted data management advisory service and RDF’s deep hands-on experience in data management software, data models and architecture, including acquisition and distribution services. The partnership is a unique mix of proven expertise and know-how in the area of data strategy, business requirements, organizational modeling, software expertise, data delivery, operations and industry knowledge; resulting in a unique blueprint that defines an end-to-end strategy and operating model to guide the management and execution of data strategy and projects.

The LDV/RDF Methodology includes; strategy planning, implementation roadmaps, data governance / stewardship, organizational modeling, data models, technology and architecture design with a focus on SOA (Service Oriented Architecture) to achieve a successful data services implementation. Scope can include software buy/build analysis, integration with consumer applications, BPO/managed services, business case creation, vendor selection, staffing and organizational structure. The LDV/RDF Data Management Practice takes an unbiased holistic approach, supported with the expertise and methodology to ensure clients’ success.

Firms often find that even with skilled Technology and Operations teams, they lack the data management-specific knowledge – methods, markets, technology – and skills to build a practical and useful roadmap. Furthermore, at implementation, they are often forced to choose from a fragmented market of vendors that primarily offer platform specific consulting-intensive solutions with difficult integration approaches.





Marc Odho, Managing Director of LDV comments “Over the past year, we have worked with a number of financial firms that did not have sufficient data industry knowledge, technology or expertise to define and execute their strategy. We’ve refined a methodology that works well and, leveraging our Consulting Practice, we have helped firms develop their management roadmaps and deploy technology to provide an end-to-end data acquisition, management and distribution solution that meets the needs of their business users”.

About Lakefront Data Ventures

LakeFront is a specialist consultancy firm of industry-leading data management experts providing unbiased, objective and trusted advice, focused on all facets of enterprise data management (EDM) including strategy, technology, governance, stewardship, product management, and implementation services.

About ReferenceDataFactory

ReferenceDataFactory LLC (RDF) provides one of the best thought-out open component environments for rapid deployment, management, acquisition and processing of vendor data feeds and the integration of existing reference data silos. RDF comprises a team of industry-leading domain experts in the data space as well as an advanced technology solution based on the concepts around service oriented architecture.

For more information, contact:

Dale Richards, CEO and Partner

Tel: + 1 905 903 6920

Email: dale.richards@lakefrontdata.com

For more information visit www.lakefrontdata.com and www.referencedatafactory.com

