



## **NAFIS 2010 – On the Hunt for Tactical Solutions to Data Management Challenges**

Mobius Knowledge Services recently sponsored and exhibited at NAFIS 2010 in New York, (May 26, <http://www.financialinformationsummit.com/na/>). This event, brought to you by the publishers of “Inside Market Data” and “Inside Reference Data”, is one of the premier events focused on reference and market data and data management issues within the financial services industry. The event brought together executives from financial services firms of all sizes and various vendors of data management technology, information and professional services. The agenda included various well attended and lively discussions on topics such as data governance, data integration, and emerging/proposed regulatory standards. Informally, however the prevailing topic seemed to be the lack of anything new and different in the data management world.

It’s not the fault of the conference organizers. NAFIS is a vibrant event which attracts a bounty of industry participation. It’s more so the nature of the beast – be it reference or market data. Many challenges continue to persist despite the spotlight placed on risk management/data quality by the financial crisis. Standards are still lacking. Data integration is still an imperfect science even with an arsenal of software tools to help the process along. Ensuring the integrity of data still requires people. Data governance is a hot topic but too few people seem to understand the rules of engagement. Great, all encompassing solutions to these challenges that don’t require a company to start over don’t exist; otherwise they would be showcased at events like NAFIS. Instead, conference delegates seem to be on the lookout for practical and often tactical ideas that can help them incrementally improve their operations in the near term.

### ***New and Different? You Decide***

In the quest for something new and different with an eye towards practical and timely benefits, many conference delegates found themselves at the Mobius Knowledge Services booth in the exhibit hall. To be fair, we were a new exhibitor this year, thus people were curious to find out more about us. And we had chocolate. However after we explained that we are an offshore provider of custom data services and clarified that we are not an information provider nor a software firm, people generally said “Interesting” and wanted to learn more.



The points that seemed to resonate most with delegates about the Mobius model are as follows:

- **Services not products** – we deliver solutions to our clients through an outsourcing model that combines nearly a decade of process knowledge, internal software expertise and expert research staff
- **Totally customized** – we craft a unique solution for each client that reflects their specific objectives and needs
- **Master of the public domain** – when managing data collection, enrichment etc efforts we prefer to leverage primary sources. If information is publicly available, we will find it and validate it using our proven methods of automation combined with expert researchers
- **Offshore** – as we are India-based, our expertise is very affordable

While we can't claim to be new as we were founded in 2002, we may be able to get away with calling ourselves different. As one of approximately 20 exhibitors at NAFIS, we were the only vendor offering a services approach to today's data challenges. We don't have an expensive software tool you should purchase or pre-fabbed databases. But what we do offer are tactical and customized solutions to many of today's reference and market data challenges.

In a data management market where challenges persist and there are no easy solutions, we encourage firms to consider an outsourcing approach to their tactical challenges such as the solutions provided by Mobius.

## About Mobius Knowledge Services

Mobius Knowledge Services is a leading provider of Content and Data Services. Since 2002, we have built a reputation of excellence delivering technology-enabled out-tasking solutions supported by deep domain expertise to clients around the globe.

Our offerings for the Financial Services sector deliver custom, cost-effective solutions for data problems of all sizes. We specialize in helping financial services firms improve and manage the quality of their reference data and build and maintain custom databases filled with accurate and actionable information.

For more information, please contact:

Elena Christopher  
Vice President, Financial Services  
Mobius Knowledge Services  
+1 202 253 4533  
[elenac@mobiusservices.com](mailto:elenac@mobiusservices.com)