



SuperDerivatives
The Benchmark for Options

Challenges & Successes in Introducing Incident Management into a Financial SaaS Organization

 **ayehu**
critical situation management

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Agenda

- About SuperDerivatives
- Deploying eyeShare in SuperDerivatives
- Incident Management and SuperDerivatives
- Challenges
- Successes

SuperDerivatives at a Glance

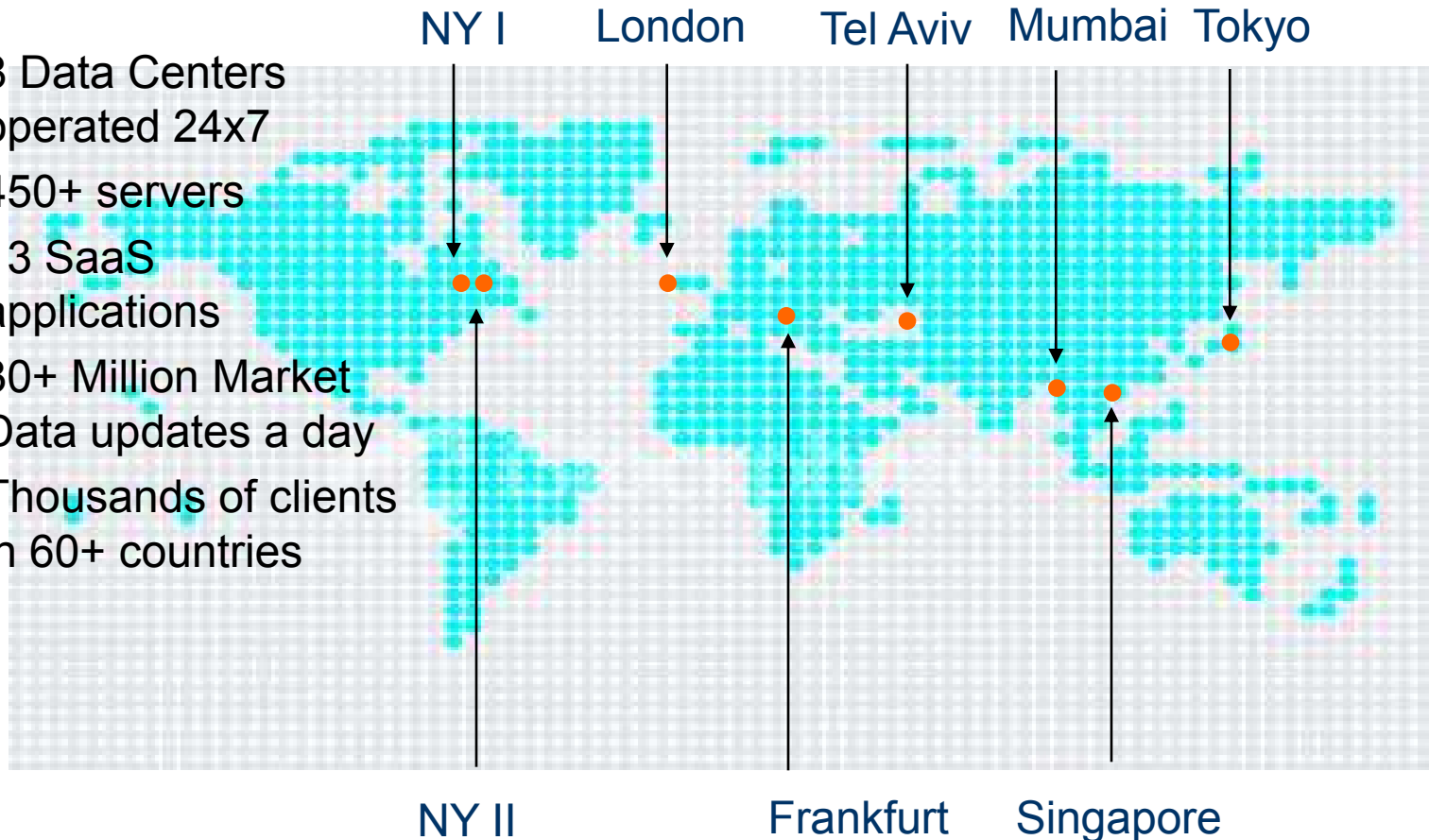
- **Founded by CEO Dr. David Gershon in 2000** - established itself as a leading Pricing, Revaluations and Risk management system vendor
- Introduced a unique **market-driven accurate pricing model**, that overcomes major flaws of traditional models delivered via the Internet
- **Thousand of clients globally** – tier 1 banks, local banks, hedge funds, brokers, corporations, auditors, regulators
- Offices in **New York, London, Paris, Tokyo, Singapore, Tel Aviv**
- Recognized by numerous **industry awards**
- Choose as one of the **most promised startups** in Israel by The-Marker, Globes and Yediot

SuperDerivatives' Product Evolution

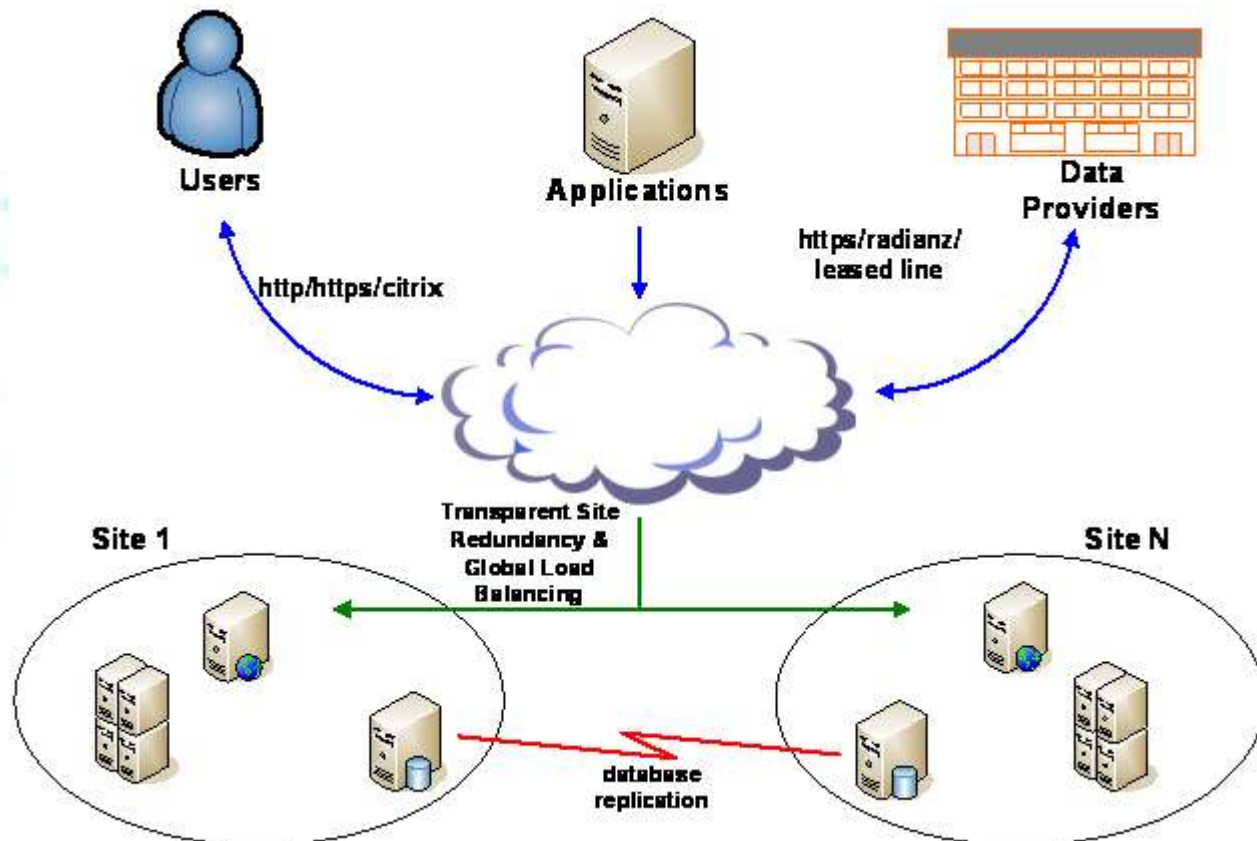


SuperDerivatives SaaS Operations

- 8 Data Centers operated 24x7
- 450+ servers
- 13 SaaS applications
- 30+ Million Market Data updates a day
- Thousands of clients in 60+ countries



SuperDerivatives SaaS Operations



Why Deploy Incident Management

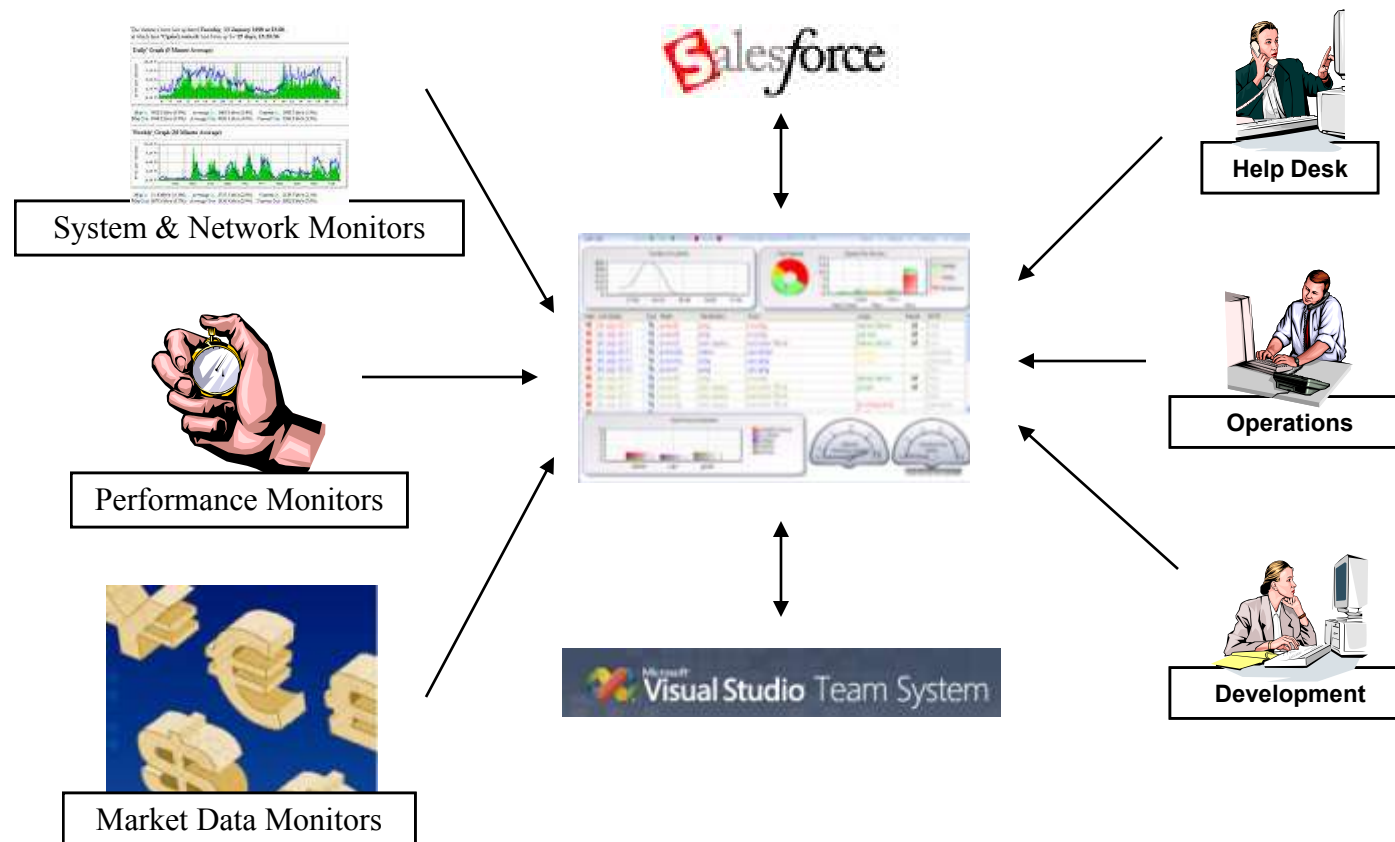
Missed or wrong trade due to technical problem can cost our customers literally hundreds or thousands of \$\$\$ (sometimes more) so we have no tolerance for any accuracy, availability or performance incident

We lacked a system that really helps us to quickly identify the problem, the owner and the resolution

eyeShare Deployment

- Started with Proof of Concept last year
 - Fairly easy deployment
 - High responsiveness from Ayehu folks for changes
- Started full deployment October 2007
- eyeShare as our central hub for our WW data centers & services
- Planning on integrating to our CRM system and QA/Dev systems

eyeShare Deployment



Communication Challenges

Understand your stakeholders

- Executives, development teams, business teams
- Use internal briefing, meetings, training
 - You can't over communicate!
- Start with top priorities
 - But... who defines priorities?
 - What is really a “critical situation”?

Technical Challenges

- Define boundaries
 - What's monitoring systems responsibility and what's eyeShare's
- Collect and Correlate the right and most relevant monitors
 - Work with relevant teams to reconcile monitors
- Need to be part of change and release management
- Work with business team to minimize false alarms
- Data analysis – we collect a lot of valuable data that Developers & IT Systems may use!
- User trainings becomes a major requirement

Are you Ready for Success?

- The word is out!
- People are beating down your doors to get on the eyeShare's bandwagon. Everyone with a problem wants your help
- Are you resourced to handle all the work?
- And again - how do you prioritize?

eyeShare Success To Date

- eyeShare becomes the tool of choice in SuperDerivatives for Incident Management
- Business owners level of confidence increases – they know what’s going on and who’s handling what
- We know better, we do better
- The availability of metrics to executives provides more resources and puts more pressure on dev and other teams to deliver

THANK YOU

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