



To succeed in today's competitive market, asset management firms need to put portfolio managers and analysts in control of in-depth information and analytical tools to uncover trends, gain insight and meet investment objectives. And they need to ensure traders have the connectivity to access the widest number of counterparts instantly.

Reuters Station is a powerful desktop built to satisfy the range of needs across your firm – with multi-asset information and execution all within a single desktop. That means analysts get the detailed information and analytics they need to discover investment insights. Portfolio managers are able to beat benchmarks or create absolute returns. And traders can access deep liquidity to maximize opportunities and achieve best execution.

A customizable, open and integrated desktop, Reuters Station gives you the flexibility you need.

**You're in control with Reuters Station.**



## A customized view

Rich navigation throughout Reuters Station means you save time and work more efficiently than ever.

Reuters Station fuses the information, tools and analytics you need into a single desktop designed around the way you work. Use the pre-defined screens or easily customize your desktop to view the content you use most often. It all adds up to a personal desktop that works the way you do – giving you an in-depth, accurate picture of what's happening in the market so you can act quickly with confidence.

### Quickly access the information you need

Use the Reuters Navigator to quickly access all available news, as well as technical, exchange and company data, e.g. index sentiment indicators, sector performance, VWAP, time & sales, earnings, broker research and more. New features and functionality are automatically added to Reuters Navigator without the hassle of new software.

### Save settings

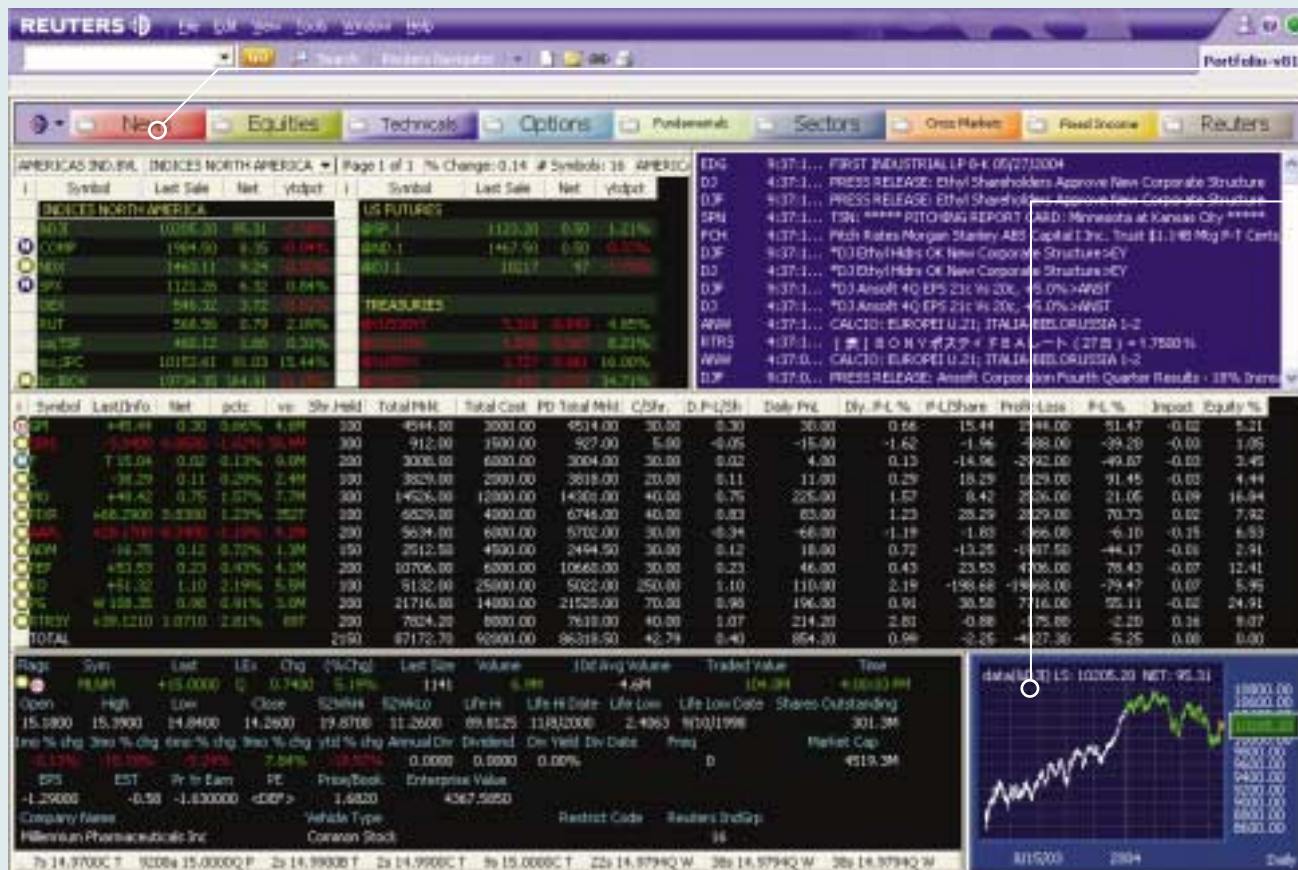
Access your own settings and favorite pages, even when logging in from a different location.

### Create your own shortcuts

Save time by assigning your most frequent tasks to function keys or double-clicks using the Wizard.

### Access information on one screen

Configure your screen with multiple applications alongside Reuters to view, analyze and act on all the information you need from one screen.



## Use familiar symbology

Open access to data means you're able to use Bridge symbology or Reuters Instrument Codes (RICs) and you can search by cross-reference codes, e.g. CUSIP, SEDOL, ISIN or WPK.

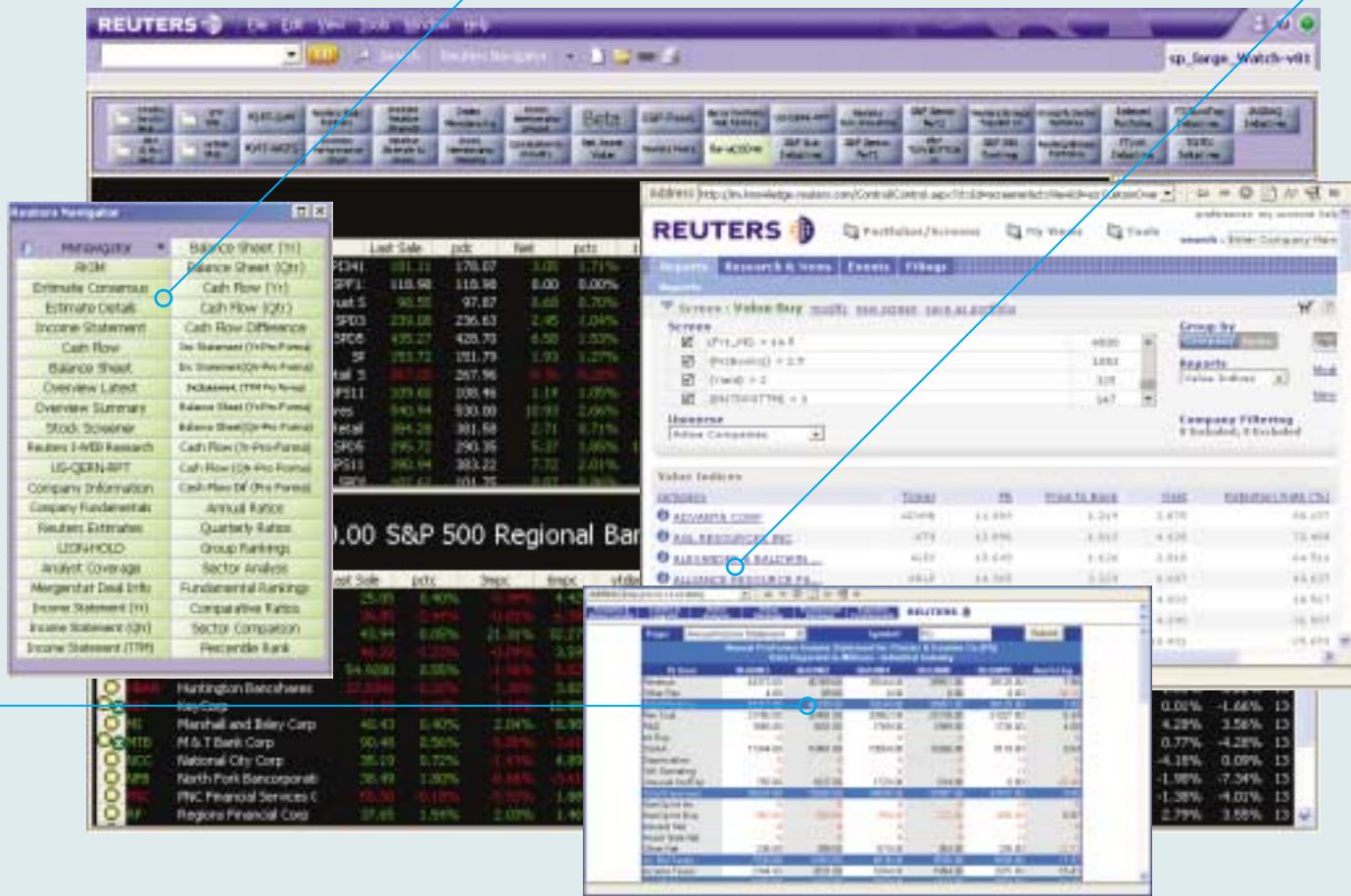
## Build your own menu

Create a Personal Navigator with just the information you use most often.

## Easily link displays

A single click can bring up a linked display for a symbol with charts, multimedia news and pictures, tickers, alerts, full quotes and analytics.





## Save Time

Reuters Navigator gives you quick access to detailed technical and fundamental information.

## Find companies that meet your investment criteria

Screen companies on your own defined variables from more than 5,000 data points available for price, estimates and fundamentals.

Create custom report formats with which to view and download portfolio data.

StockVal company profiles include all the "tear sheets" items such as company description, balance sheet, consensus estimate and more.

## Download data to Microsoft Excel

Download real-time and fundamental data to Microsoft Excel for further analytic capabilities.

## Publish your research across the company

Create and distribute your own notes, models or research and view this information alongside other broker research.

## Connect to customers and colleagues

Reuters Messaging has 'presence' to find out if your contacts are available and ready to speak. This cuts down on voice mail and helps you get the information you need, when you need it.

# Portfolio Management

Combining information, tools and risk analytics to put you in control.

Combining real-time market monitors, detailed company data and Barra risk analytics, Reuters Station enables you to discover investment insights, conduct

in-depth analysis and ensure your portfolios are meeting their investment objectives.

## Manage portfolio risk

Risk analytics from BarraOne enable you to manage your portfolio risk from the same system you use to watch the markets for increased efficiency. View Value-at-Risk (VaR), diversification, liquidation measures and more.

## Connect to colleagues and counterparts

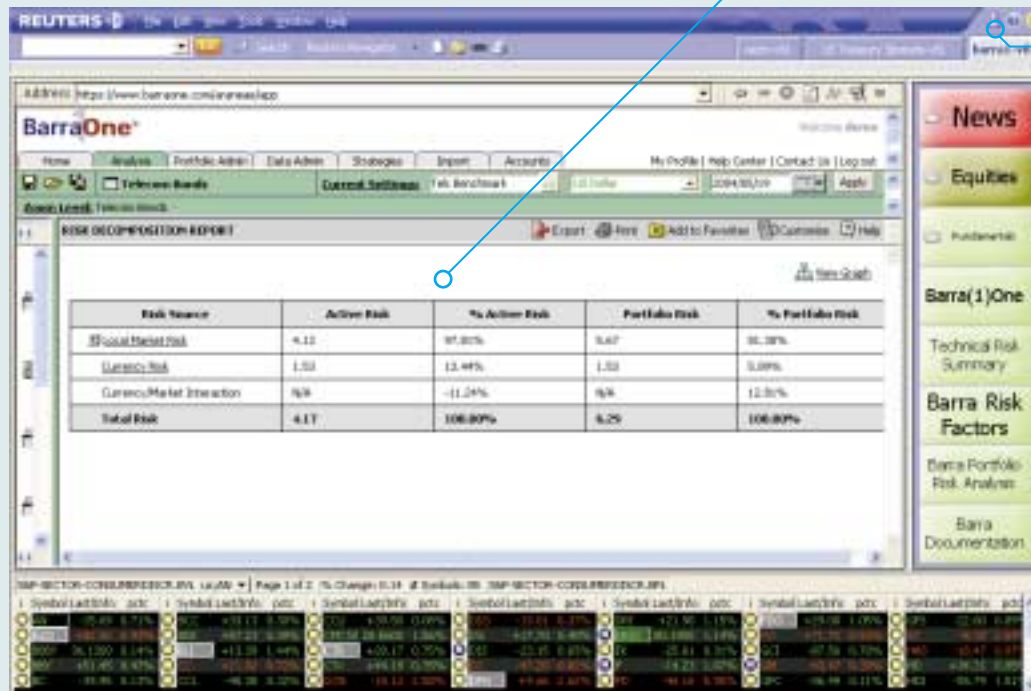
Save time by using Reuters Messaging, the instant messaging service, to communicate with the sell-side institutional desk and team members. Keep track of everything being said and done by storing your conversations in your local desktop archive.

## Track your portfolios in real-time

The Portfolio application allows you to track portfolios and custom indices and baskets in real-time. You can create and maintain your portfolio from within the workstation, taking full advantage of more than 100 available data items, all updating in real-time. Drag symbols from the MarketWatch, or another workstation display, to your group. You can also dynamically monitor your portfolio with links to your order management system.

## Save Time

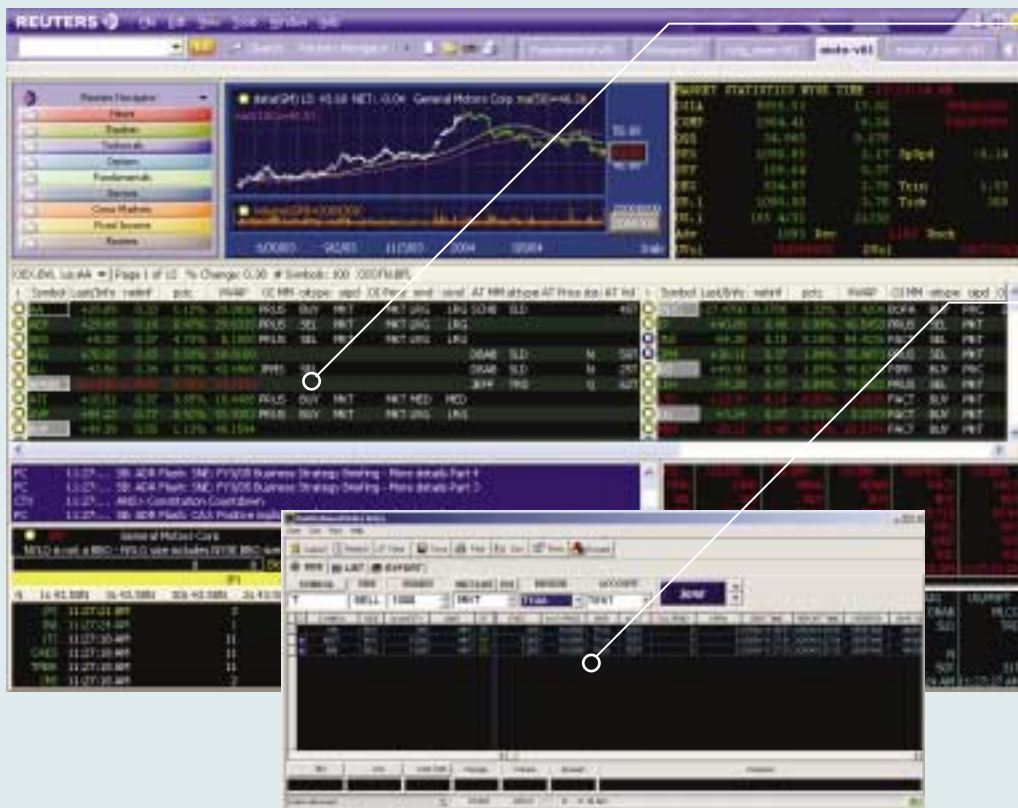
Reuters Navigator gives you quick access to the information you need to manage your portfolio.



# Trading

Liquidity, functionality, connectivity – Access trading counterparts in the largest global broker-neutral community from a single desktop.

Get fast access to the information you need to monitor current market patterns and their effect on your order books, with sophisticated tools to then strategically work orders with speed and accuracy.



# Working with Reuters

## Easily interact between screens

Double-click on any market item to generate a stock order, whether from a price quote, dynamic level II display or actionable IOI, which helps reduce error rates.

## View indications of interest and advertised trades

Access IOIs and ATs to view liquidity from the broker community. Reuters Station enables you to receive targeted IOIs from brokers direct to your screen.

## Access a broker-neutral network and maximise liquidity

Efficiently route orders to the appropriate broker/dealer, exchange, crossing network or automated trading system via the Reuters Institutional Order Entry or FIX. Real-time status of orders and execution enables more control over the entire process.

## Unique access to historical advertised trade volume

Unique access to one-month historical advertised trade volume gives you crucial insight into the trading patterns and liquidity of the stocks in which you make markets.

## Your trainer, consultant and partner

From the moment Reuters Station is installed, Reuters becomes your trainer, your technical consultant and your partner in ensuring you get the most out of your desktop – now and as your needs change.

To get you up and running and then keep you there, Reuters provides you with:

- Comprehensive installation and implementation services
- Personalized, on-site product training
- The Customer Zone website at [www.reuters.com/customers](http://www.reuters.com/customers), your link to on-going user and technical support, product updates, Reuters events and more

## Open access to data

Reuters Station incorporates the revolutionary technology known as the Desktop Integration Framework. The open architecture and multiplatform design allow you to simultaneously and seamlessly access information from multiple sources such as Triarch and IDN, your order management systems, as well as other internal and external data and applications. As a result, you get everything you need in a single desktop.

© Reuters 2004. All rights reserved.

Reuters and the sphere logo are the trademarks or registered trademarks of the Reuters group of companies around the world.

Published by Reuters Limited,  
85 Fleet Street, London EC4P 4AJ.

15550-05-04

Reuters uses your data in accordance with Reuters privacy policy in the privacy footer at [www.reuters.com](http://www.reuters.com). Reuters Limited is primarily responsible for managing your data. As Reuters is a global company your data will be transferred and available internationally, including in countries which do not have privacy laws but Reuters seeks to comply with its privacy policy. If you wish to see or correct data held on you or no longer wish to receive information about developments in Reuters Group products and services, such as free trials or events or you wish to change your preferred method of receiving a communication, please email [esupport.global@reuters.com](mailto:esupport.global@reuters.com) writing "Personal Details" in the subject title.

**For more information:**

Send us a sales enquiry at  
[www.reuters.com/salesenquiry](http://www.reuters.com/salesenquiry)

Read more about our products at  
[www.reuters.com/productinfo](http://www.reuters.com/productinfo)

Find out how to contact your local office  
[www.reuters.com/contacts](http://www.reuters.com/contacts)

Access customer services at  
[www.reuters.com/customers](http://www.reuters.com/customers) or  
[www.eSupport.reuters.com](http://www.eSupport.reuters.com)

**REUTERS**   
**KNOW. NOW.**