



Data Services Dashboard

User Guide

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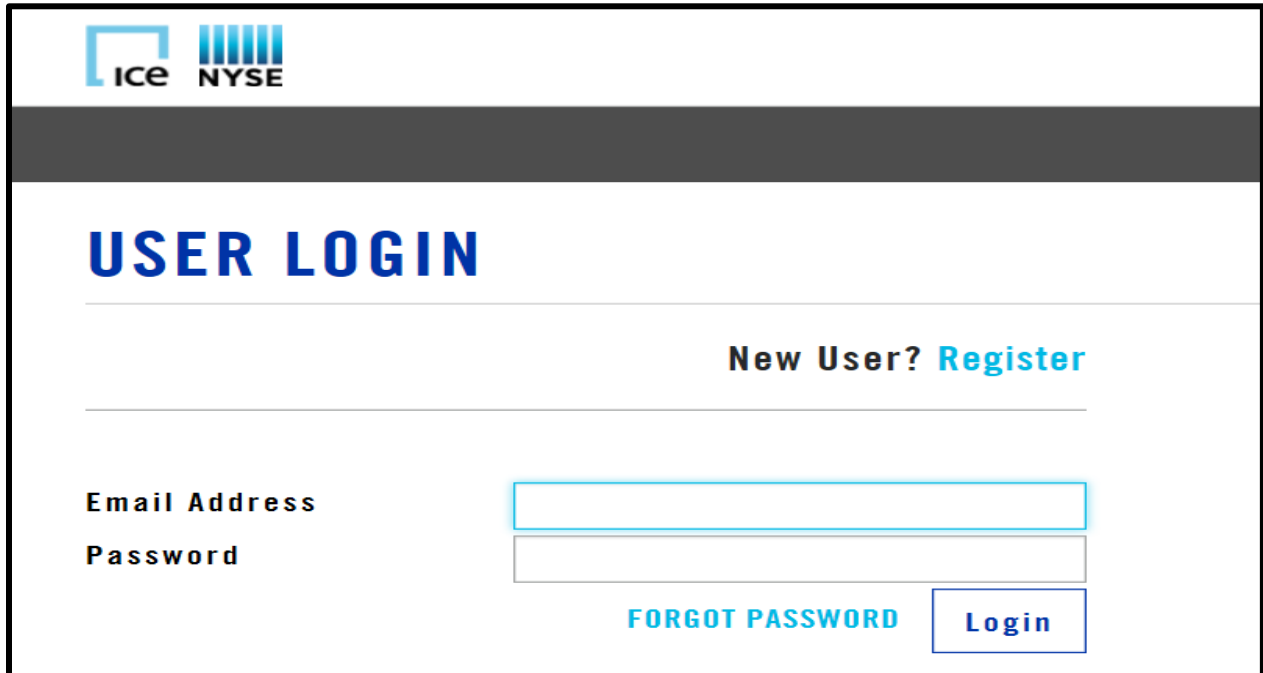
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1. Logging into the Data Services Dashboard

You may access the Data Services Dashboard “Dashboard” via the URL: <http://dashboard.theice.com>

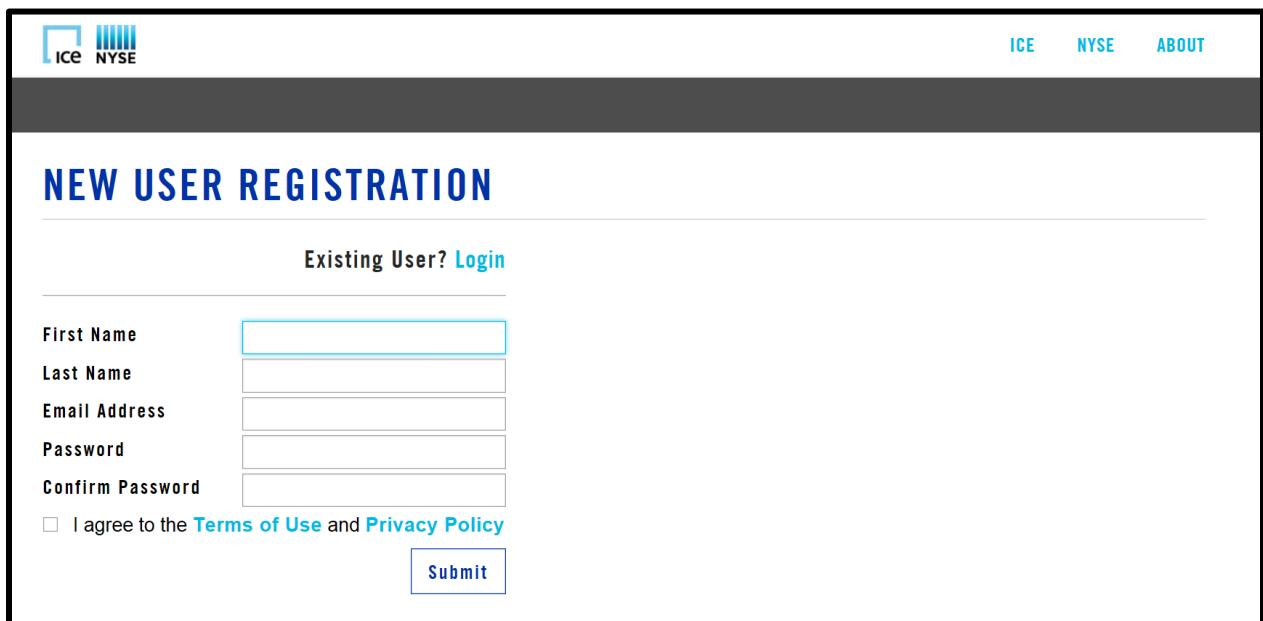
The Login Screen is shown below. Enter your registered Email Address and Password and click Login.

To Register as a new user click Register.



The User Login screen features the ICE and NYSE logos in the top left corner. Below the logos is a dark grey header bar. The main content area has a large blue heading "USER LOGIN". To the right of the heading is a link "New User? Register". Below the heading are two input fields: "Email Address" and "Password". To the right of the "Password" field are two links: "FORGOT PASSWORD" and "Login".

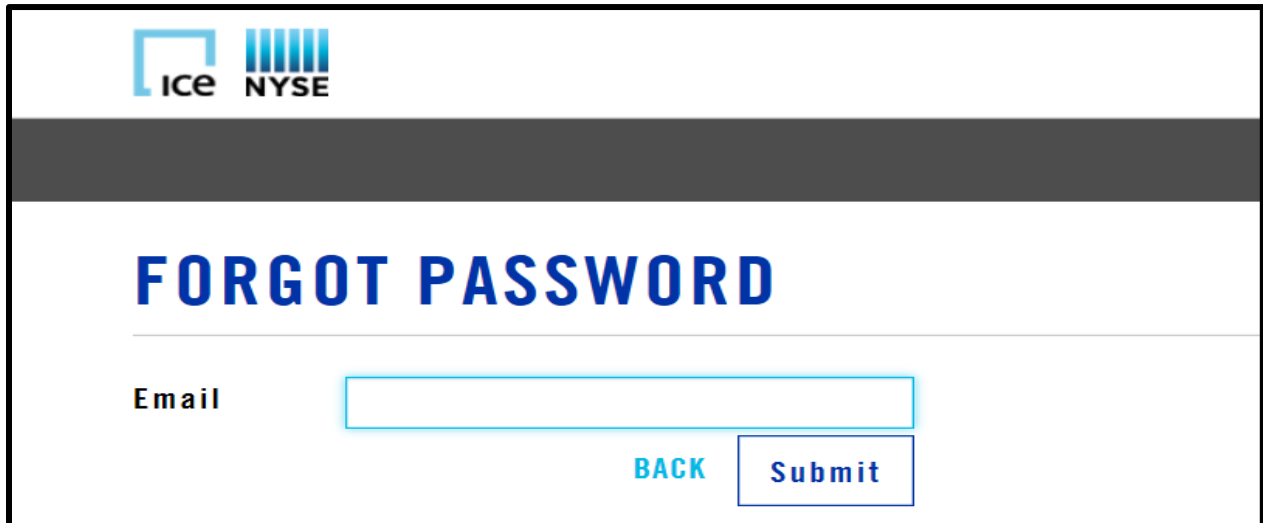
New User Registration: In the new user registration screen enter your contact information and a password, Agree to the Terms of Use and click Submit.



The New User Registration screen features the ICE and NYSE logos in the top left corner and links "ICE", "NYSE", and "ABOUT" in the top right corner. Below the logos is a dark grey header bar. The main content area has a large blue heading "NEW USER REGISTRATION". To the right of the heading is a link "Existing User? Login". Below the heading are five input fields: "First Name", "Last Name", "Email Address", "Password", and "Confirm Password". Below the input fields is a checkbox labeled "I agree to the Terms of Use and Privacy Policy". To the right of the checkbox is a "Submit" button.

If you have forgotten your login information, click the *Forgot Password* link. The system will display the Forgot Password screen, as shown below.

Enter your email address and click Submit. An email will be sent with a link to reset your password.



ICE NYSE

FORGOT PASSWORD

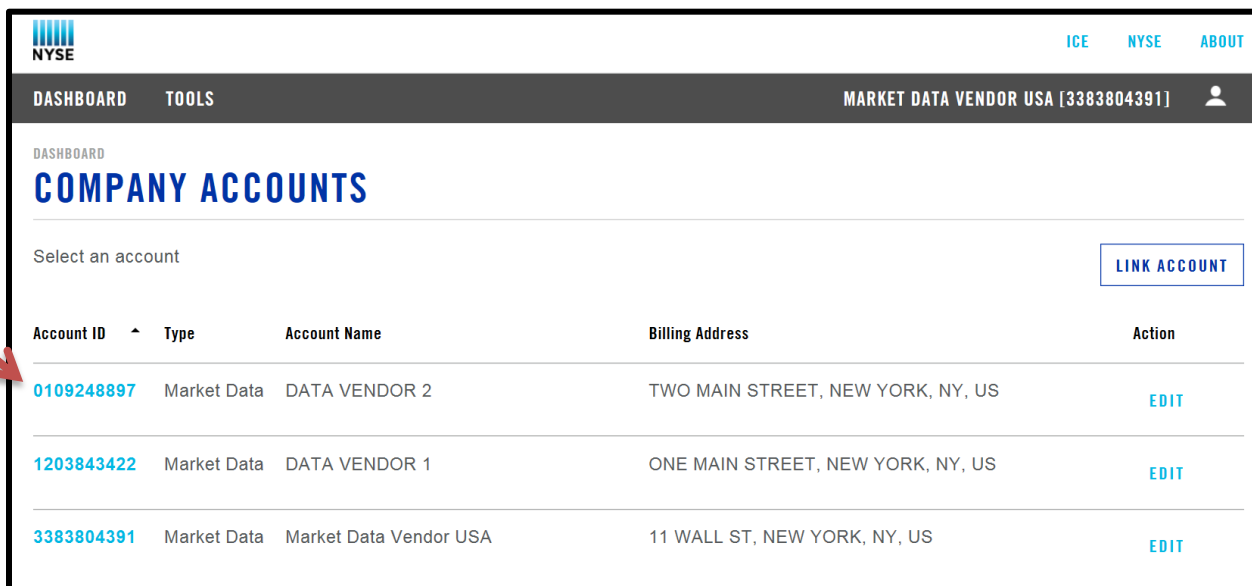
Email

[BACK](#)

2. Accessing the Data Services Dashboard

After logging in, if your profile is linked to:

- *One account:*
 - You will be taken to the Dashboard for that account
- *Multiple accounts:*
 - You will be taken to the Company Accounts screen, as shown below
 - Select an account by clicking on the account number under the Account ID column



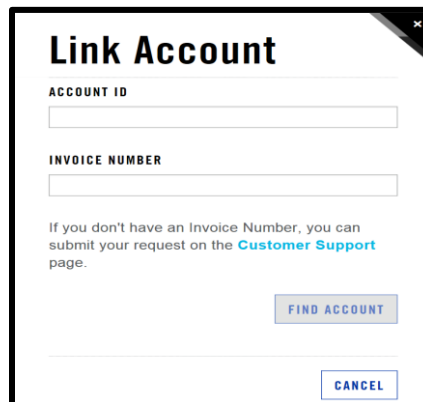
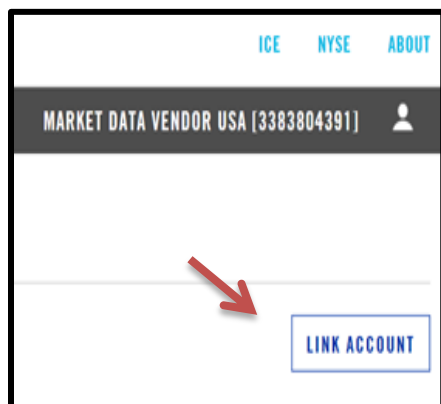
The screenshot shows the 'COMPANY ACCOUNTS' dashboard. At the top, there's a header with 'NYSE' logo and navigation links 'ICE', 'NYSE', and 'ABOUT'. Below the header, there's a sub-header 'DASHBOARD' and 'TOOLS'. The main content area has a 'Select an account' prompt and a 'LINK ACCOUNT' button. Below this is a table with columns: Account ID, Type, Account Name, Billing Address, and Action. A red arrow points to the Account ID '0109248897' in the first row.

Account ID	Type	Account Name	Billing Address	Action
0109248897	Market Data	DATA VENDOR 2	TWO MAIN STREET, NEW YORK, NY, US	EDIT
1203843422	Market Data	DATA VENDOR 1	ONE MAIN STREET, NEW YORK, NY, US	EDIT
3383804391	Market Data	Market Data Vendor USA	11 WALL ST, NEW YORK, NY, US	EDIT

2.1. Adding an account to your user profile

To add an account to your user profile from the Company Accounts Screen (shown above) click Link Account.

In the Link Account pop-up form enter the Account ID and an Invoice Number. You must provide an invoice number that is less than three months old for the referenced Account ID. Once done, click Find Account.

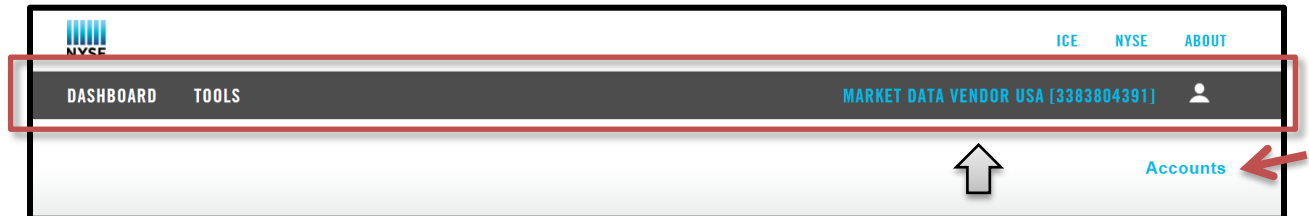


The 'Link Account' pop-up form has two input fields: 'ACCOUNT ID' and 'INVOICE NUMBER'. Below these fields is a note: 'If you don't have an Invoice Number, you can submit your request on the [Customer Support](#) page.' At the bottom, there are two buttons: 'FIND ACCOUNT' and 'CANCEL'.

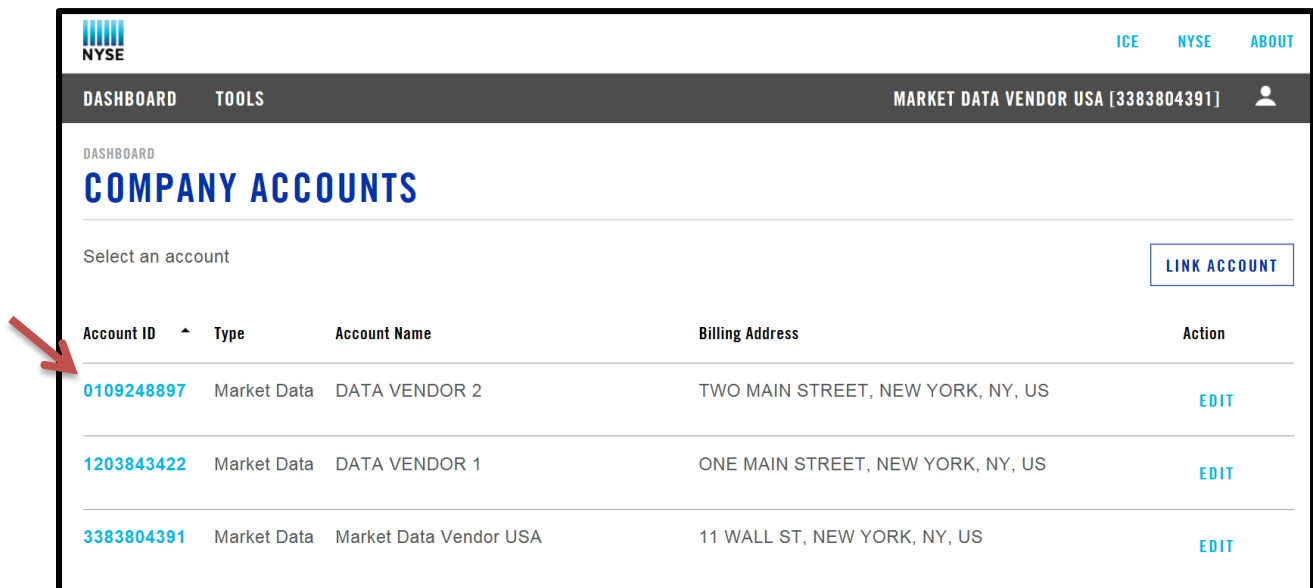
2.2. Switching between multiple accounts

To switch between accounts locate the black navigation bar across the top of the page. Hover your cursor over the account name, an expanded menu drops down displaying the Accounts button, as shown below.

Next, click on the Accounts button.



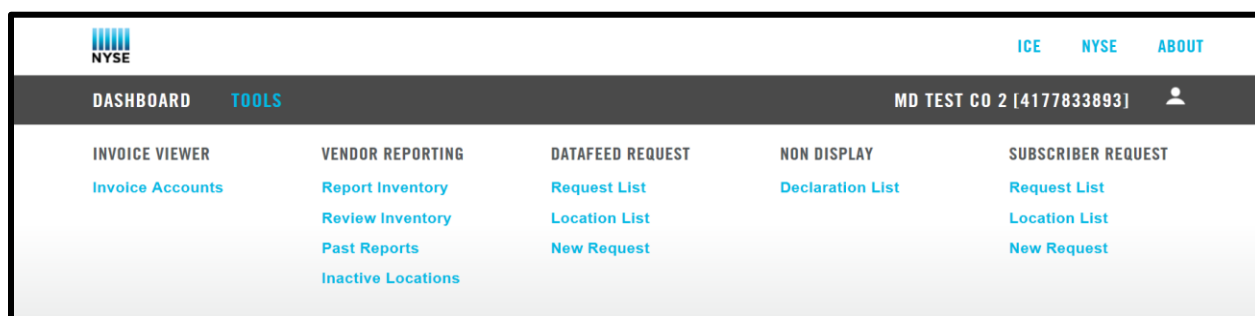
This will take you to the Company Accounts screen. Access your additional accounts by clicking on the account number under the Account ID column.



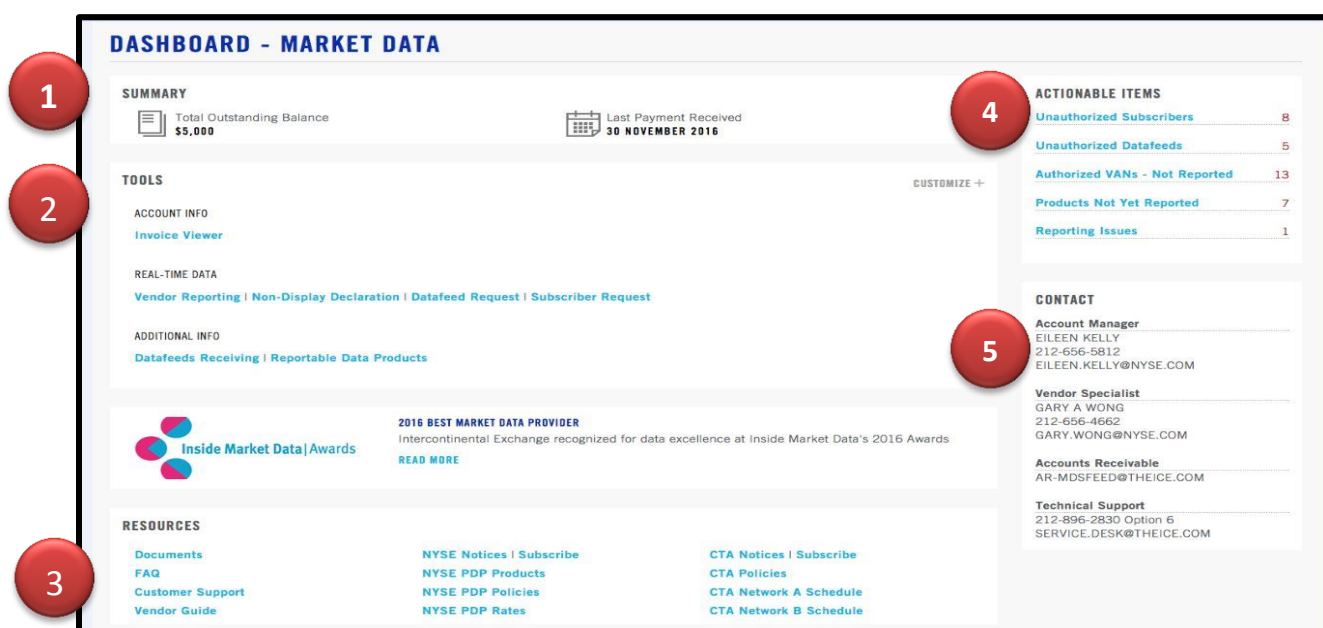
3. Navigating the Data Services Dashboard

Navigate your Dashboard by using the navigation bar at the top of the screen or by selecting an item on the home page by clicking on the item name.

Using the Drop-Down Navigation Bar - When you hover your mouse over one of the sections: Dashboard and Tools, an expanded menu drops down displaying information in that section.



The Dashboard includes five sections, as shown below. The sections you are able to view and use on your Dashboard will depend on your account profile.



- (1) **Summary:** Total Outstanding Balance and Last Payment Received
- (2) **Tools:** Invoice Viewer, Vendor Reporting, Non-Display Declaration, Datafeed Request, Subscriber Request, Datafeeds Receiving, Reportable Data Products
- (3) **Resources:** Includes links to Documents, Product Information, Pricing Guides and Notices
- (4) **Actionable Items:** Unauthorized Subscribers and Datafeeds, Authorized Vendor Account Numbers (VANs) – Not Reported, Products Not Yet Reported, Reporting Issues
- (5) **Contact Directory:** Displays your Account Manager, Vendor Specialist, Accounts Receivable Contact and Technical Support Contact

4. Summary

The Summary section displays the total outstanding account balance and last payment received details.

SUMMARY

 Total Outstanding Balance
\$1,017,153

 Last Payment Received
\$1,000,000 - DEC 21, 2016

5. Tools

The Tools section contains tools to assist with managing your market data inventory.

The Customize button allows users to add or remove tools that appear under this section. To open a market data tool click on the name of the tool.

TOOLS

CUSTOMIZE +

ACCOUNT INFO

[Invoice Viewer](#)

REAL-TIME DATA

[Vendor Reporting](#) | [Non-Display Declaration](#) | [Subscriber Request](#)

ADDITIONAL INFO

[Datafeeds Receiving](#) | [Reportable Data Products](#)

Invoice Viewer allows users to view the total outstanding balance, last payment details, current and historical invoices in multiple formats (PDF, CSV, TXT) with the ability to add a purchase order.

Vendor Reporting allows users to submit data usage online or upload VRXML files.

Non-Display Declaration allows users to view and/or submit a Non-Display Declaration.

Datafeed Request is the online process for requesting authorization for datafeed clients.

Subscriber Request is the online process for requesting authorization for data device clients.

Datafeeds Receiving displays a list of datafeeds that your vendor is reporting they are distributing to your firm.

Reportable Data Products displays a list of approved products that your firm can redistribute.

6. Resources

The Resources section contains useful links for market data subscribers.

Click on a resource name for additional information:

RESOURCES		
Documents	NYSE Notices Subscribe	CTA Notices Subscribe
FAQ	NYSE PDP Products	CTA Policies
Customer Support	NYSE PDP Policies	CTA Network A Schedule
Vendor Guide	NYSE PDP Rates	CTA Network B Schedule

7. Actionable Items

The Actionable Items section contains a list of compliance issues that require immediate attention.

If there are any open issues in a category the number of issues will be displayed next to the item name and will be highlighted in red.

To view an actionable item click on an actionable item name:

ACTIONABLE ITEMS	
Unauthorized Subscribers	0
Unauthorized Datafeeds	0
Authorized VANs - Not Reported	0
Products Not Yet Reported	0
Reporting Issues	2

Unauthorized Subscribers: An unauthorized subscriber is a user with access to real-time NYSE market data products without NYSE approval. From this screen you can view a list of unauthorized display device accounts reported by your firm. You can also obtain approval from this screen by submitting a Subscriber Request for the location.

Unauthorized Datafeeds: An unauthorized datafeed is a datafeed product provided to an end user firm without NYSE approval. From this screen view a list of unauthorized datafeed accounts reported by your firm. You can also obtain approval from this screen by submitting a Datafeed Request for the location.

Authorized VANS – Not Reported displays a list of Vendor Account Number (VAN)s that are approved to receive real-time market data, but are not being reported as active in your firm’s monthly inventory report.

Use this screen to confirm the VAN status as:

- Order Cancelled
- Never Permissioned
- Pending Install
- Active

Products Not Yet Reported displays a list of products that have been approved to redistribute but are not being reported as active in your firm’s monthly inventory report.

Use this screen to confirm the product status as:

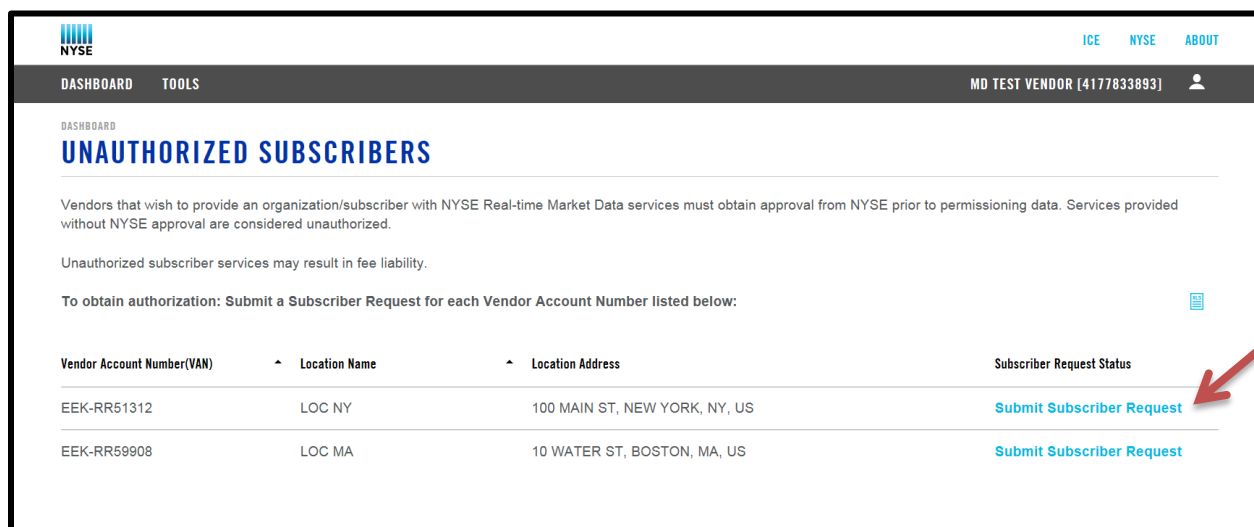
- Active
- Not Yet Active
- No Customers are Subscribing to this Product
- No Longer Offering this Product

Reporting Issues displays a list of reporting issues found after your firm’s monthly inventory report has been processed. Use this screen to view the list of reporting issues and to provide a response to each issue.

7.1. Unauthorized Subscribers

In this screen view a list of unauthorized display device locations reported by your firm.

To submit a Subscriber Request for approval, locate the Vendor Account Number (VAN) and click Submit Subscriber Request.



The screenshot shows the NYSE Data Services Dashboard. The top navigation bar includes links for ICE, NYSE, and ABOUT. The main header shows 'DASHBOARD' and 'TOOLS' on the left, and 'MD TEST VENDOR [4177833893]' with a user icon on the right. The page title is 'UNAUTHORIZED SUBSCRIBERS'. Below the title, there is a paragraph explaining that vendors must obtain approval from NYSE for real-time market data services. A table lists two unauthorized vendors with their Vendor Account Number (VAN), Location Name, Location Address, and a 'Submit Subscriber Request' link. A red arrow points to the link for the first vendor.

Vendor Account Number(VAN)	Location Name	Location Address	Subscriber Request Status
EEK-RR51312	LOC NY	100 MAIN ST, NEW YORK, NY, US	Submit Subscriber Request
EEK-RR59908	LOC MA	10 WATER ST, BOSTON, MA, US	Submit Subscriber Request

A pre-populated Subscriber Request will load, as shown below. You may edit any of the pre-populated fields. Enter the billing company and contact. All fields marked with an asterisk (*) are required.

NYSE will send an email to the contact listed to complete required documentation electronically.

You can also upload required documentation from your computer by using the Edit Attachments button.

Required documents for Professional Subscribers:

- **NYSE Professional Subscriber Agreement**
 - To be completed by the Subscriber
- **Third Party Payment Addendum***
 - To be completed by both the Subscriber and Third Party/Broker

**Required in addition to the Professional Subscriber Agreement if the Subscriber has a third party/ broker as the responsible billing party for payment for their NYSE fees.*

Once complete, click Submit.

SUBSCRIBER REQUEST
NEW REQUEST

*Required Field

GENERAL INFORMATION

*Request Type: ☐ New Account ☒ Existing Account

*NYSE Account ID: 8972151843

*Vendor Account Number (VAN): EEK RRS1312

Comments:

INSTALLATION COMPANY

*Company Name 1: LOC NY

Company Name 2:

*Address 1: 100 MAIN ST

Address 2:

*City: NEW YORK

*State/Province/Region: New York

*Zip/Postal Code: 10001

*Country: USA

INSTALLATION CONTACT

Salutation:

*First Name: JANE

*Last Name: DOE

Title:

*Phone: 334-343434

Fax:

*Email: JDOE@JDOE.COM

*Repeat Email:

ATTACHMENTS

Agreement Addendum

[EDIT ATTACHMENTS](#)

BILLING COMPANY

☐ Same as Installation Company?

*Company Name 1:

Company Name 2:

☐ Same as Installation Address?

*Address 1:

Address 2:

*City:

*State/Province/Region:

*Zip/Postal Code:

*Country:

BILLING CONTACT

☐ Same as Installation Contact?

Salutation:

*First Name:

*Last Name:

Title:

*Phone:

Fax:

*Email:

*Repeat Email:

[BACK](#) [SUBMIT](#)

7.1.1. View the status of a Pending Subscriber Request

To view the status of a Pending Subscriber Request from the New Subscriber Request Screen (shown above) click View Submitted Requests Status.

SUBSCRIBER REQUEST
NEW REQUEST

[VIEW SUBMITTED REQUESTS STATUS](#)

This will take you to the Subscriber Request List Screen, as shown below. This screen displays a list of all Pending Subscriber Requests. The status of the Subscriber Request is displayed under the Request Status column.

To view the details of a Pending Subscriber Request click on the Vendor Account Number (VAN).

SUBSCRIBER REQUEST REQUEST LIST

Request Status: -- Pending -- VAN: Company: City: Country: -- All -- [SEARCH](#)

Approved requests without inventory for 90 days will become inactive. If additional services are requested for a VAN, then a new subscriber request is required.

STATUS LEGEND:

Await-Agr/Addnm	Awaiting Professional Subscriber Agreement and Third Party Addendum
Await-Agr	Awaiting Professional Subscriber Agreement
Await-Addnm	Awaiting Third Party Addendum

VAN	Company Name	City	ST	CT	Created	Request Status
RR90125	LOC SD	SAN DIEGO	CA	US	12 Jan 2017	Submitted
TEST3456	TEST	NEW YORK	NY	US	19 Dec 2016	Hold

The Request Details screen will display, as shown below.

In this screen you can also upload required documentation using the Edit Attachments button or cancel the submitted request by clicking Cancel Request.

SUBSCRIBER REQUEST REQUEST DETAILS

[REQUEST](#) [EMAILS](#)

VENDOR

Company Name	Eileen Kelly INC. (test)
Vendor Prefix	EEK
Contact	Test User
	TESTUSER@THEICE.COM

SUBSCRIBER APPROVAL REQUEST

Current Status	Submitted
Request Type	New Account
Vendor Account Number	EEK-RR90125

[BACK](#) [CANCEL REQUEST](#)

INSTALLATION

Company Name	LOC SD
Address	100 MAIN ST SAN DIEGO, CA 92101 USA
Contact	JANE DOE 212-2345678 (p) JANEDOE123123@GMAIL.COM

BILLING

Billing Information is the same as the Installation Information.

ATTACHMENTS

Agreement Addendum

[EDIT ATTACHMENTS](#)

ADDITIONAL INFO

Comment History
Status History

Submitted on 12 Jan 2017 14:42 by TESTUSER@THEICE.COM

In this screen view a list of unauthorized datafeed locations reported by your firm.

If a location has multiple unauthorized data products listed, as shown below, only one Datafeed Request will be submitted. All unauthorized products reported for the location will be selected in the request.

You may edit any of the pre-populated fields and add additional data products to the request, as shown below. Enter the installation contact details. All fields marked with an asterisk (*) are required.

An email will be sent to the contact listed in the form to complete required documentation electronically. Once complete, click Submit.

Data Services Dashboard – User Guide

7.2.1. View the status of a Pending Datafeed Request

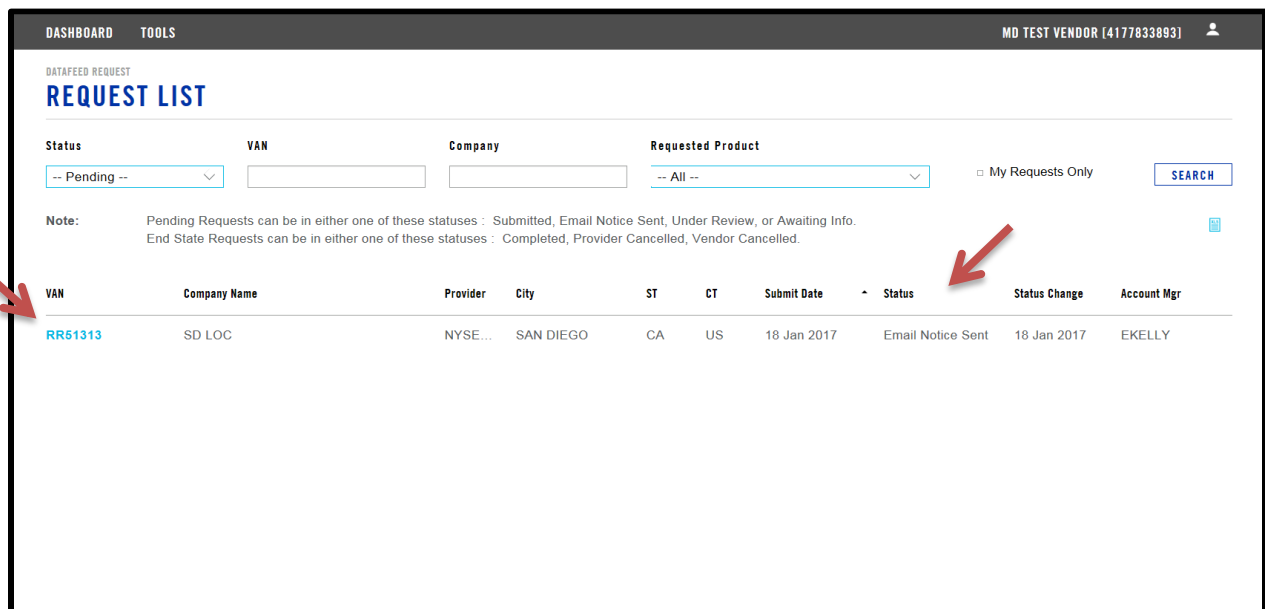
To view the status of a Pending Datafeed Request from the New Datafeed Request screen (shown on the previous page) click View Submitted Requests Status.



This will take you to the Datafeed Request List Screen, as shown below.

This screen displays a list of all Pending Datafeed Requests. The status of the Datafeed Request is displayed under the Status column.

To view the details of a Pending Datafeed Request click on the Vendor Account Number (VAN).



The Datafeed Request Details screen will display, as shown below.

In this screen you can view the details of the Datafeed Request or cancel the submitted request by clicking Cancel Request.

DASHBOARD TOOLS MD TEST VENDOR (4177833893)

DATAFEED REQUEST REQUEST DETAILS

ACCOUNT

Current Status: Email Notice Sent
Vendor Account No: EEK-RR51313
Account Manager: EILEEN KELLY
212-656-5812 (p)
EILEEN.KELLY@NYSE.COM
No

Does this account currently receive market data on any of your other data feed services?
This customer requires an additional datafeed for

INSTALLATION

Company Name: SD LOC
Address: 123 MAIN ST
SAN DIEGO, CA 92101
USA

INSTALLATION CONTACT

Contact: JANE DOE
771-123-4567 (p)
JDOE@TESTCO.COM
Contact Company Name: Same as Installation
Contact Address: Same as Installation

ADDITIONAL INFO

Comment History: Submitted on 18 Jan 2017 15:09 by TESTUSER@THEICE.COM
Status History: Email Notice Sent on 18 Jan 2017 15:09

VENDOR

Company Name: Eileen Kelly INC. (test)
Contact: Test User
TESTUSER@THEICE.COM

DATA REQUIREMENTS

CTA NYSE / Network A
37001 - CTA NETWORK A BA-DF
CTA AMEX / Network B
37111 - CTA NETWORK B BA-DF

[BACK](#) [CANCEL REQUEST](#)

7.3. Authorized VANS – Not Reported

Use this screen to view a list of subscriber and datafeed Vendor Account Numbers (VANs) that are approved to receive real-time market data but not being reported as active by your firm.

Use the tabs to view Subscriber and Datafeed Location Lists.

Confirm the status of the Vendor Account Number (VAN) by selecting the appropriate radio button. To submit your response click Save.

DASHBOARD TOOLS MD TEST VENDOR (4177833893)

AUTHORIZED VANS - NOT REPORTED

SUBSCRIBERS DATAFEEDS

Subscribers Approved with No Reported Inventory

NYSE has previously issued a Subscriber Request approval for each Vendor Account Number/Subscriber listed below. However, your firm has not yet reported the Vendor Account Number/Subscriber in your monthly vendor report. Please confirm the status of each Vendor Account Number/Subscriber and save your confirmation. Authorized VANS must be reported within 90 days of the Approval Date. If not, the approval will become null and void.

Order Cancelled, Never Permissioned: Vendor Account Number/Subscriber was never permissioned for NYSE Real-time Market Data Services
Pending Install: Vendor Account Number/Subscriber has not yet been permissioned for NYSE Real-time Market Data Services
Active: Vendor Account Number/Subscriber is permissioned for NYSE Real-time Market Data Services and must be reported back to inception in your firm's next vendor report submission to NYSE

2 item(s)

Vendor Account Number(VAN)	Location Name	Date Approved	Order Cancelled, Never Permissioned	Pending Install	Active	Last Status Change
EEK-RR90109	LOC NY	12 Jan 2017	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2017
EEK-RR90115	LOC MA	12 Jan 2017	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2017

[SAVE](#)

7.4. Products Not Yet Reported

Use this screen to view data products that have been approved for redistribution by your firm but are not being reported as active in your monthly inventory report.

Confirm each data product status by selecting the appropriate radio button.

Products marked with a status of *No Longer Offering This Product* will be removed from your vendor profile as approved for redistribution.

To submit your response click Save.

DASHBOARD

TOOLS

MD TEST VENDOR [4177833893]

DASHBOARD

PRODUCTS NOT YET REPORTED

Redistributors of real-time CTA and/or NYSE Group Proprietary Market Data products are required to report their entitlement of that data to NYSE on a monthly basis. Reports must be accurate and complete. Your firm has received approval from NYSE to vend the products listed below, but have not yet included these products in your firm's monthly vendor report submission to NYSE. Please confirm the status for each product listed below:

Active: Product is currently being redistributed internally and/or externally and will be included in your next report
Not Yet Active: Product is currently not being redistributed internally and/or externally
No Customers are Subscribing to this Product: Product is available for redistribution. There aren't any Organization/Subscribers requesting permission to the product
No Longer Offering this Product: Product is no longer being redistributed internally and/or externally

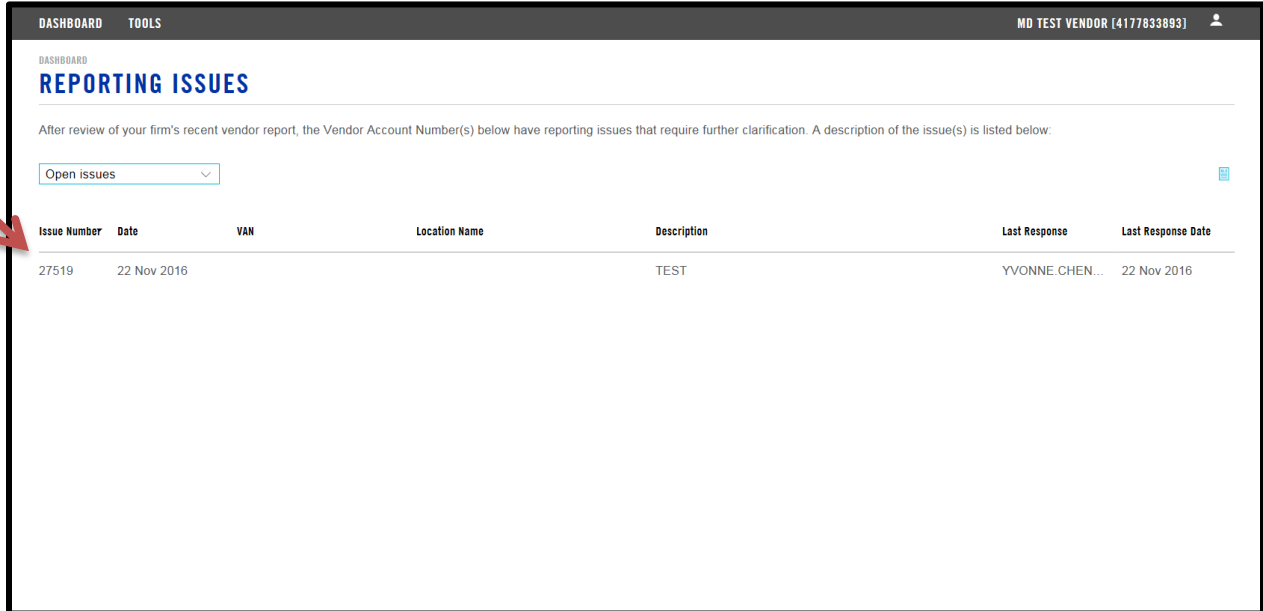
Product	Status	Active - Will be Reported	Not Yet Active	No Customers are Subscribing to this Product	No Longer Offering This Product	Last Status Change
NYSE ARCA INTEGRATED FEED: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2016
NYSE ARCABOOK - DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2016
NYSE GLOBAL INDEX FEED: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2016
NYSE INTEGRATED FEED: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2016
NYSE MKT INTEGRATED FEED: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	12 Jan 2016
NYSE MKT OPENBOOK AGGREGATED: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	14 Mar 2013
NYSE OPENBOOK ULTRA: DATAFEED	Approved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	14 Mar 2013

SAVE

7.5. Reporting Issues

Use this screen to view a list of reporting issues found after your monthly inventory report has been processed.

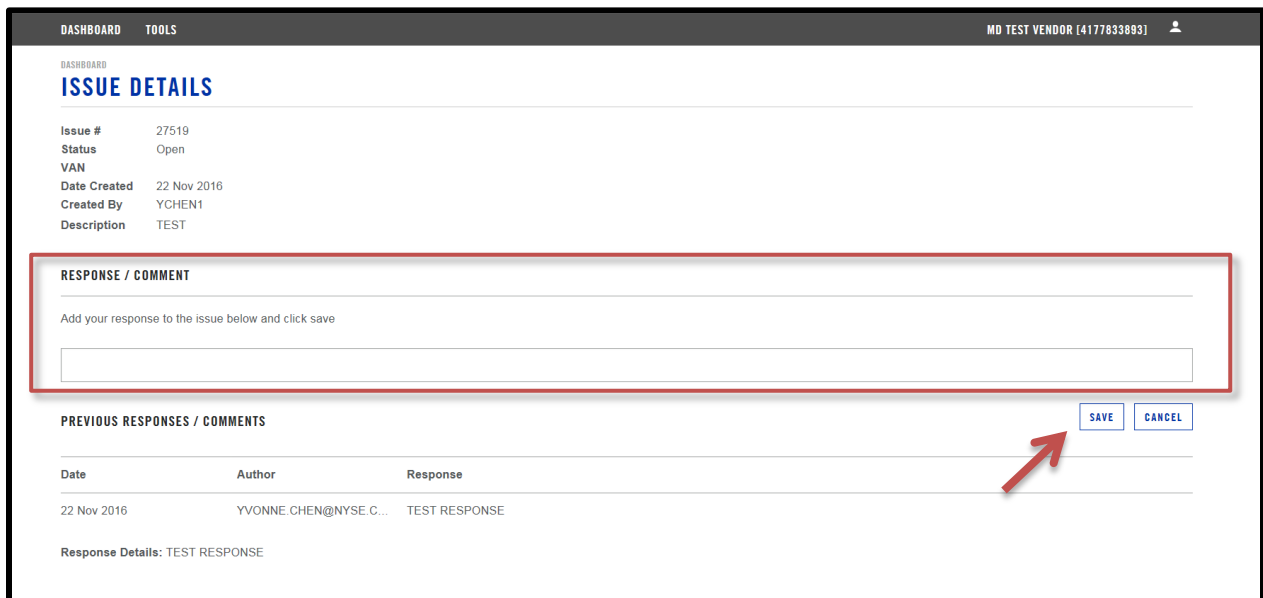
Click on the Issue Number to view full details of the reporting issue.



The screenshot shows the 'REPORTING ISSUES' dashboard. At the top, there are tabs for 'DASHBOARD' and 'TOOLS', and a user profile for 'MD TEST VENDOR (4177833893)'. Below the title, a message states: 'After review of your firm's recent vendor report, the Vendor Account Number(s) below have reporting issues that require further clarification. A description of the issue(s) is listed below.' There is a dropdown menu labeled 'Open issues'. Below this is a table with the following columns: 'Issue Number', 'Date', 'VAN', 'Location Name', 'Description', 'Last Response', and 'Last Response Date'. A red arrow points to the 'Issue Number' column header. The table contains one row with the following data: Issue Number: 27519, Date: 22 Nov 2016, VAN: (blank), Location Name: (blank), Description: TEST, Last Response: YVONNE.CHEN..., Last Response Date: 22 Nov 2016.

Issue Number	Date	VAN	Location Name	Description	Last Response	Last Response Date
27519	22 Nov 2016			TEST	YVONNE.CHEN...	22 Nov 2016

Provide a response for the issue in the Comment Box. To submit your response click Save.

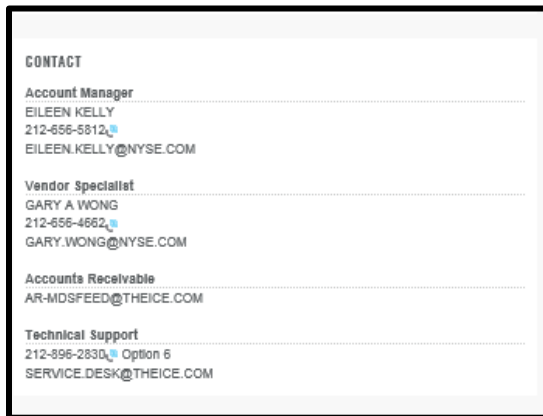


The screenshot shows the 'ISSUE DETAILS' page for issue # 27519. The page includes a sidebar with details: Issue # 27519, Status Open, VAN, Date Created 22 Nov 2016, Created By YCHEN1, and Description TEST. The main section is titled 'RESPONSE / COMMENT' and contains a text area for adding a response. Below this is a table for 'PREVIOUS RESPONSES / COMMENTS' with columns: Date, Author, and Response. A red box highlights the 'RESPONSE / COMMENT' section, and a red arrow points to the 'SAVE' button. The table contains one row with the following data: Date: 22 Nov 2016, Author: YVONNE.CHEN@NYSE.C..., Response: TEST RESPONSE. Below the table, it says 'Response Details: TEST RESPONSE'.

Date	Author	Response
22 Nov 2016	YVONNE.CHEN@NYSE.C...	TEST RESPONSE

8. Contact Directory

The Contact Directory displays your assigned Account Manager, Vendor Specialist, Accounts Receivable Contact and Technical Support Contact.



9. Logout

To log out of the Data Services Dashboard locate the top navigation bar. Hover your cursor over the profile icon. An expanded menu drops down displaying the Logout button, as shown below.

