



## ValueLink Gains Winterflood Business

ValueLink Information Services, the supplier of validated financial data solutions, has been selected by Winterflood Securities Limited for its fully validated Shares In Issue Service.

In keeping with ValueLink's established validation techniques, the service involves comparison of dual vendor feeds, matching instrument by instrument, to produce a detailed on-screen report. All values are assigned a validation status and anomalous data is cross checked with additional sources. The validation code is also available as part of the daily file to further assist clients' in-house processes.

In addition to the extensive data scrubbing, Winterflood is assigned with a dedicated Client Administrator at ValueLink to ensure the timely and accurate resolution of all data queries. This service is backed by regular review meetings to further boost client satisfaction and to introduce a forum to discuss potential enhancements to the service they receive.

Winterflood's individual needs are met with a personalised file format, consisting only of the data fields required. This tailored file is delivered daily by ValueLink via FTP as soon as the latest vendor feeds have been uploaded and validated.

Tony Heley, Settlements Manager at Winterflood commented "We are pleased to be associated with ValueLink and look forward to a successful future."

Stephen Choate, CEO at ValueLink, added "We are delighted to welcome Winterflood as a new client. We are particularly pleased to have recently enhanced our Shares In Issue service, which optimises our internal processes and further maximises the benefits for the client."

"Receiving reliable shares outstanding notification is an important tool for firms in effectively handling their compliance requirements and we are pleased to offer such a service with its extensive validation features."

### **Editors Notes**

**ValueLink Information Services Ltd** supplies fully validated global securities pricing, dividend data, corporate action information, security master file data and net asset value and unit price valuations for all instrument types globally. Data is used in a number of scenarios as either primary data source, single data source or benchmark feed by banks, institutional investment houses, fund administrators and unit trust managers in the UK, Ireland, Europe and US.

**Winterflood Securities Limited** Established in 1988, we very quickly achieved success in our field and today are one of the principal market makers in London. As a subsidiary of Close Brothers Group, we provide an unparalleled level of service to the market place and are positioned as the leading Retail Service Provider (RSP).

Winner, our electronic dealing service, offers extensive stock coverage in nearly all UK equities, leading international stocks, funds, Gilts and bonds.

Either electronically or via the phone, we provide a unique blend of liquidity, immediacy and flexibility to all our clients. We see ourselves as a one-stop shop for brokers, private asset managers and institutional investors alike.

### **ValueLink Information Services Limited**

Christina Horton +44 0 1892 701 701 [christina.horton@valuelink.co.uk](mailto:christina.horton@valuelink.co.uk)

[www.valuelink.co.uk](http://www.valuelink.co.uk)