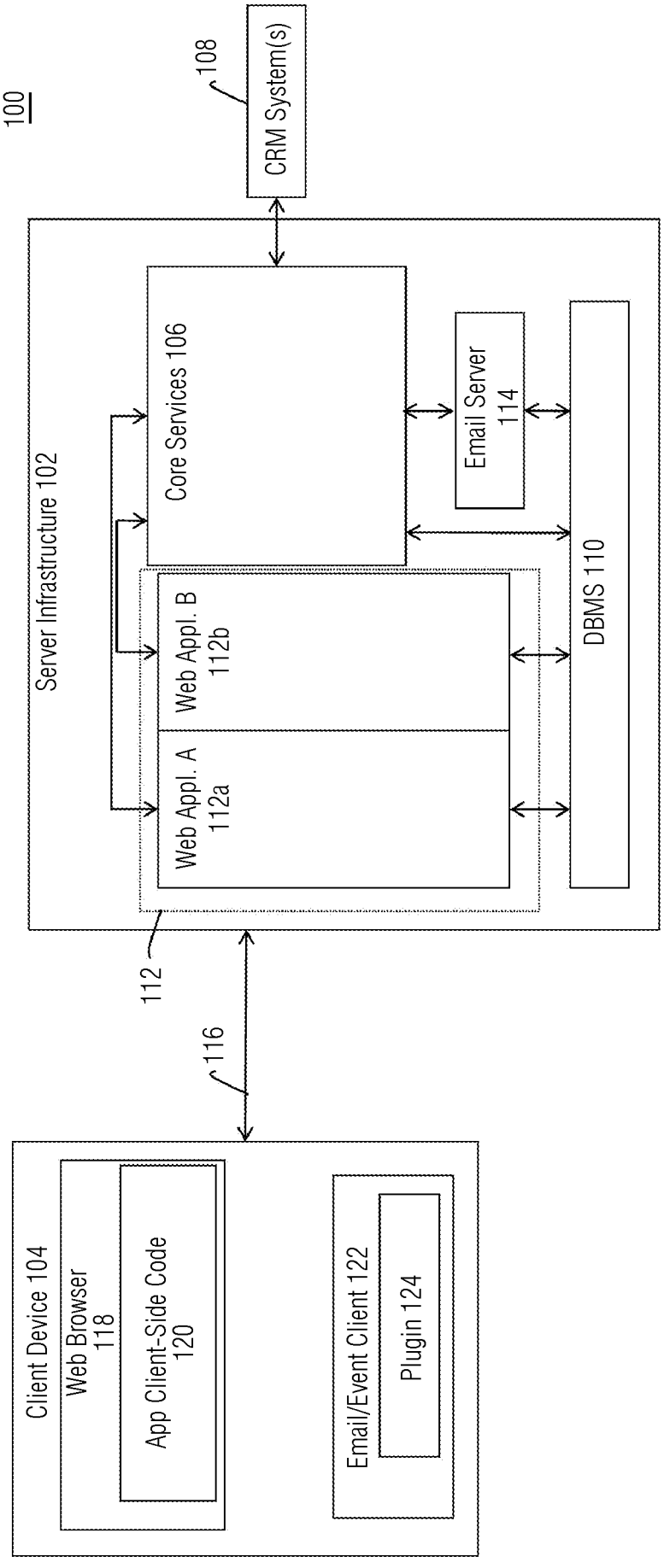

100
108
CRM System(s)
Server Infrastructure 102
Core Services 106
Email Server 114
DBMS 110
Web Appl. B 112b
Web Appl. A 112a
112
116
Client Device 104
Web Browser 118
App Client-Side Code 120
Email/Event Client 122
Plugin 124

Figure 1

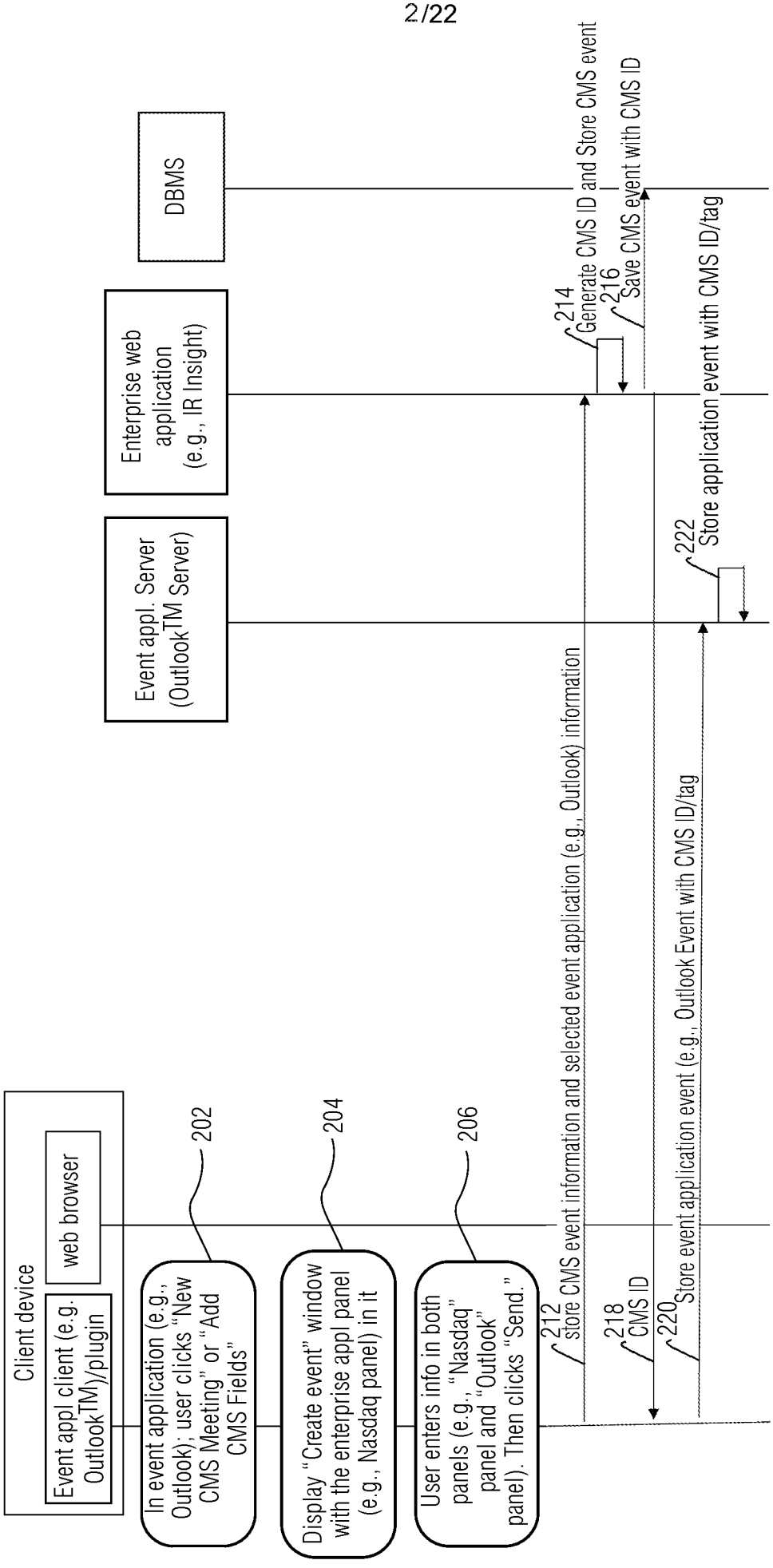

Client device
Event appl client (e.g. Outlook™)/plugin
web browser
Event appl. Server (Outlook™ Server)
Enterprise web application (e.g., IR Insight)
DBMS
202
In event application (e.g., Outlook); user clicks "New CMS Meeting" or "Add CMS Fields"
204
Display "Create event" window with the enterprise appl panel (e.g., Nasdaq panel) in it
206
User enters info in both panels (e.g., "Nasdaq" panel and "Outlook" panel). Then clicks "Send."
212 store CMS event information and selected event application (e.g., Outlook) information
214 Generate CMS ID and Store CMS event
216 Save CMS event with CMS ID
218 CMS ID
220 Store event application event (e.g., Outlook Event with CMS ID/tag
222 Store application event with CMS ID/tag

Figure 2

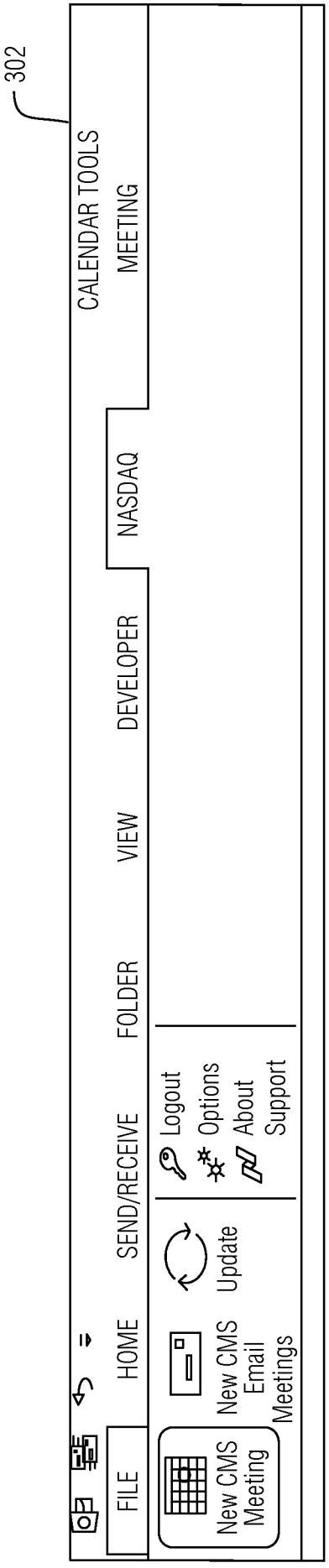


Figure 3A

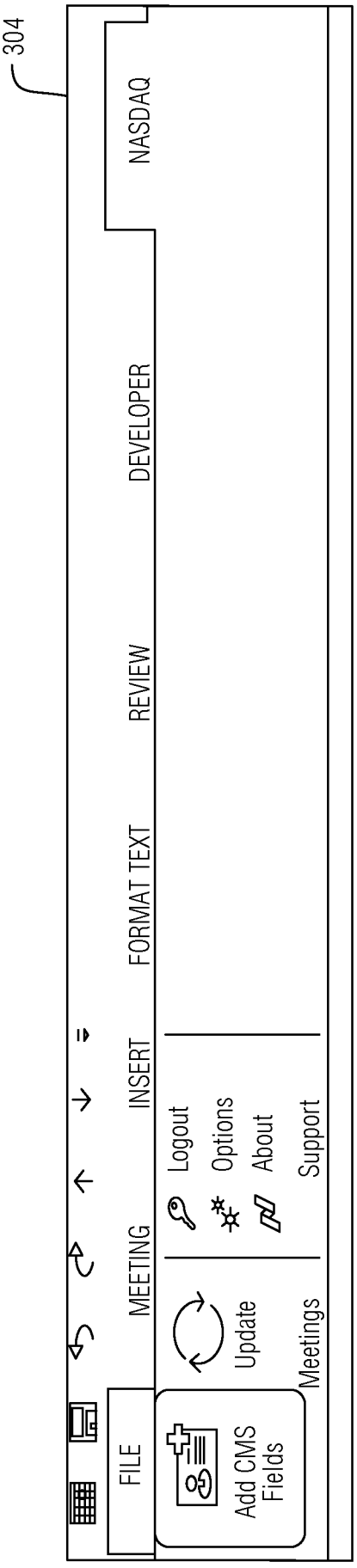


Figure 3B

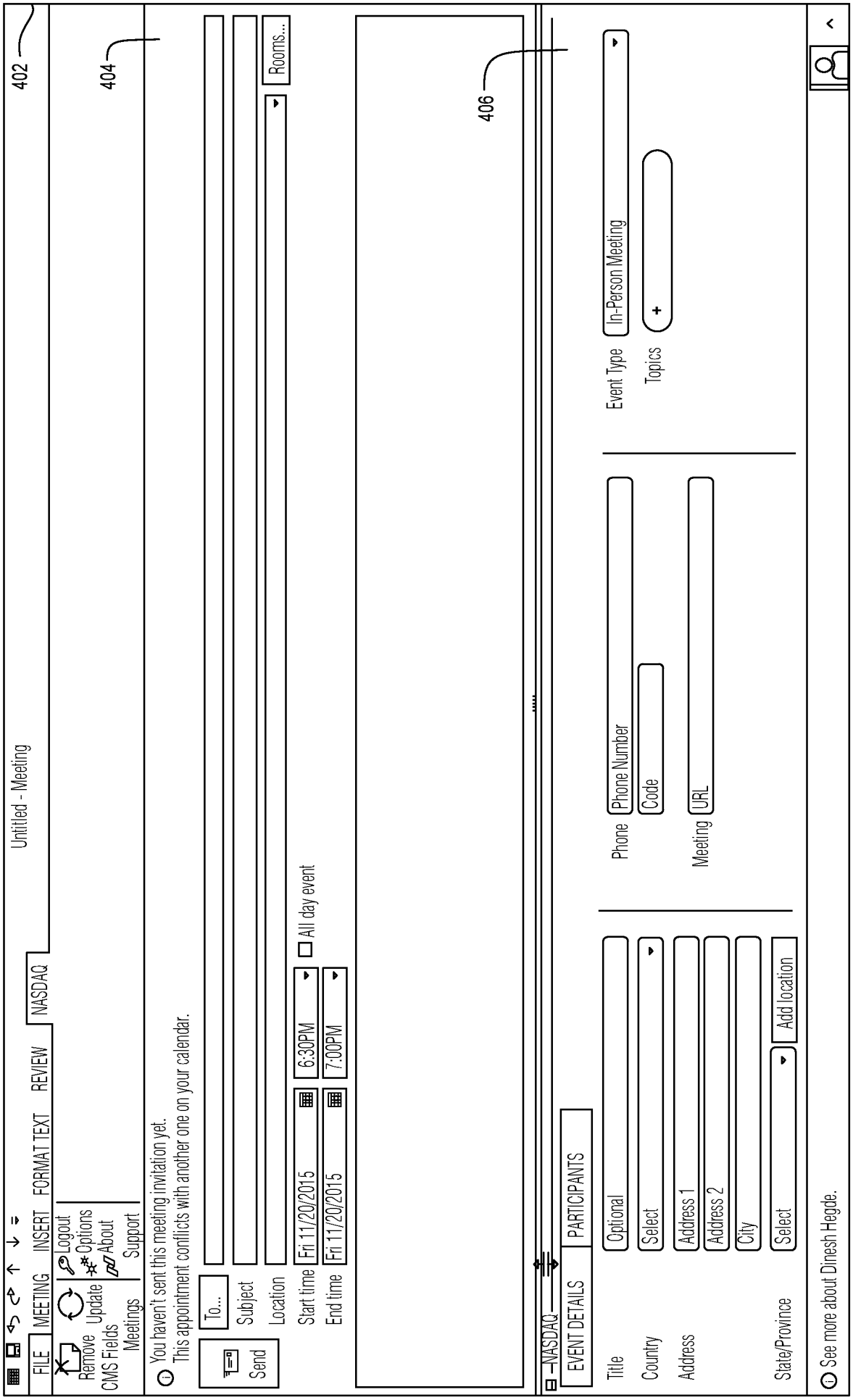

402
404
406
Untitled - Meeting
FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
NASDAQ
Remove
Update
Logout
Options
About
Support
CMS Fields
Meetings
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
To...
Send
Subject
Location
Rooms...
Start time
Fri 11/20/2015
6:30PM
All day event
End time
Fri 11/20/2015
7:00PM
NASDAQ
EVENT DETAILS
PARTICIPANTS
Title
Optional
Country
Select
Address
Address 1
Address 2
City
State/Province
Select
Add location
Phone
Phone Number
Code
Meeting
URL
Event Type
In-Person Meeting
Topics
See more about Dinesh Hegde.

Figure 4

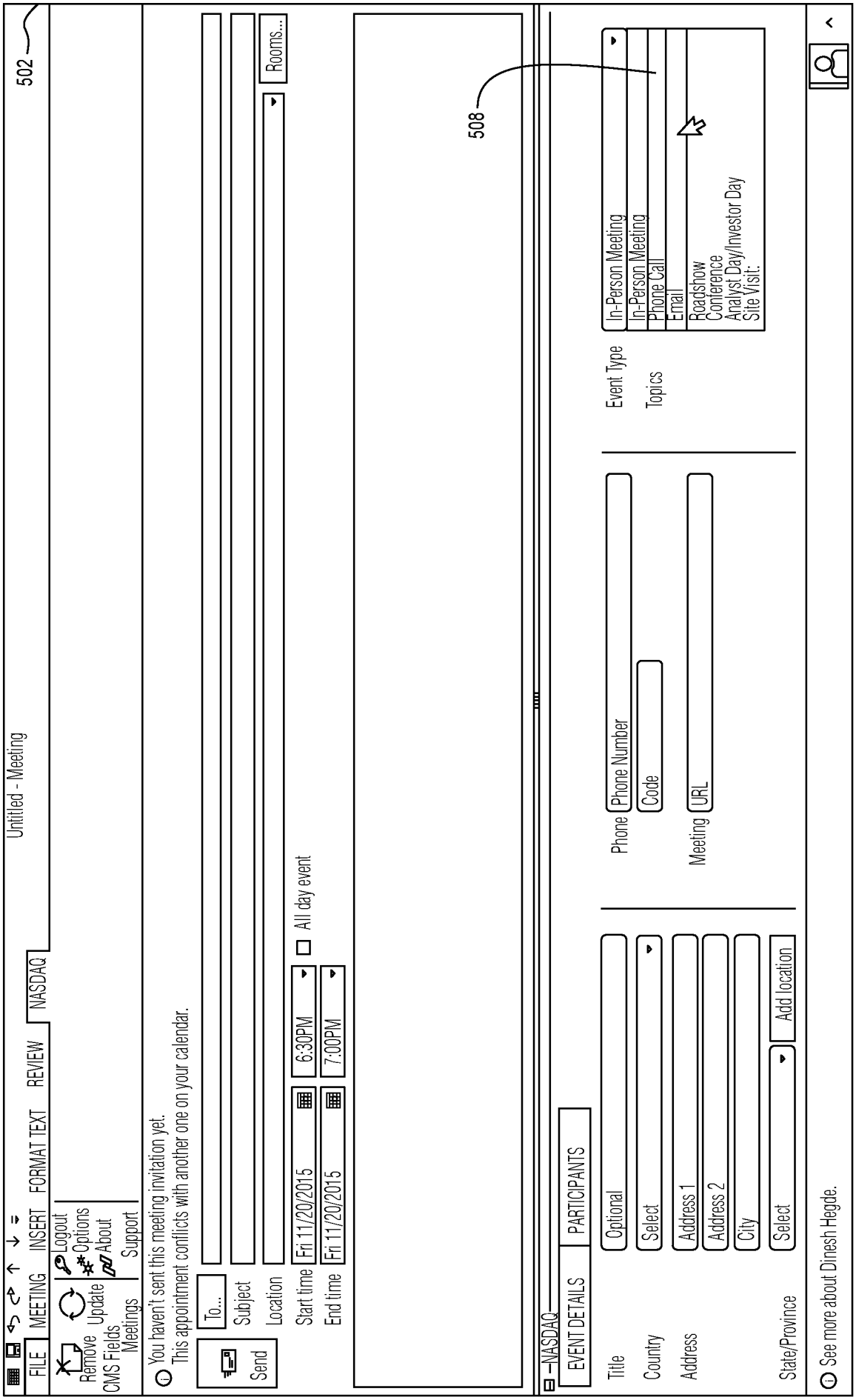

502
Untitled - Meeting
FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
NASDAQ
Remove
Update
CMS Fields
Meetings
Logout
Options
About
Support
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
Send
To...
Subject
Location
Rooms...
Start time
Fri 11/20/2015
6:30PM
All day event
End time
Fri 11/20/2015
7:00PM
508
NASDAQ
EVENT DETAILS
PARTICIPANTS
Title
Optional
Country
Select
Address
Address 1
Address 2
City
State/Province
Select
Add location
Phone
Phone Number
Code
Meeting
URL
Event Type
Topics
In-Person Meeting
In-Person Meeting
Phone Call
Email
Roadshow
Conference
Analyst Day/Investor Day
Site Visit:
See more about Dinesh Hegde.

Figure 5

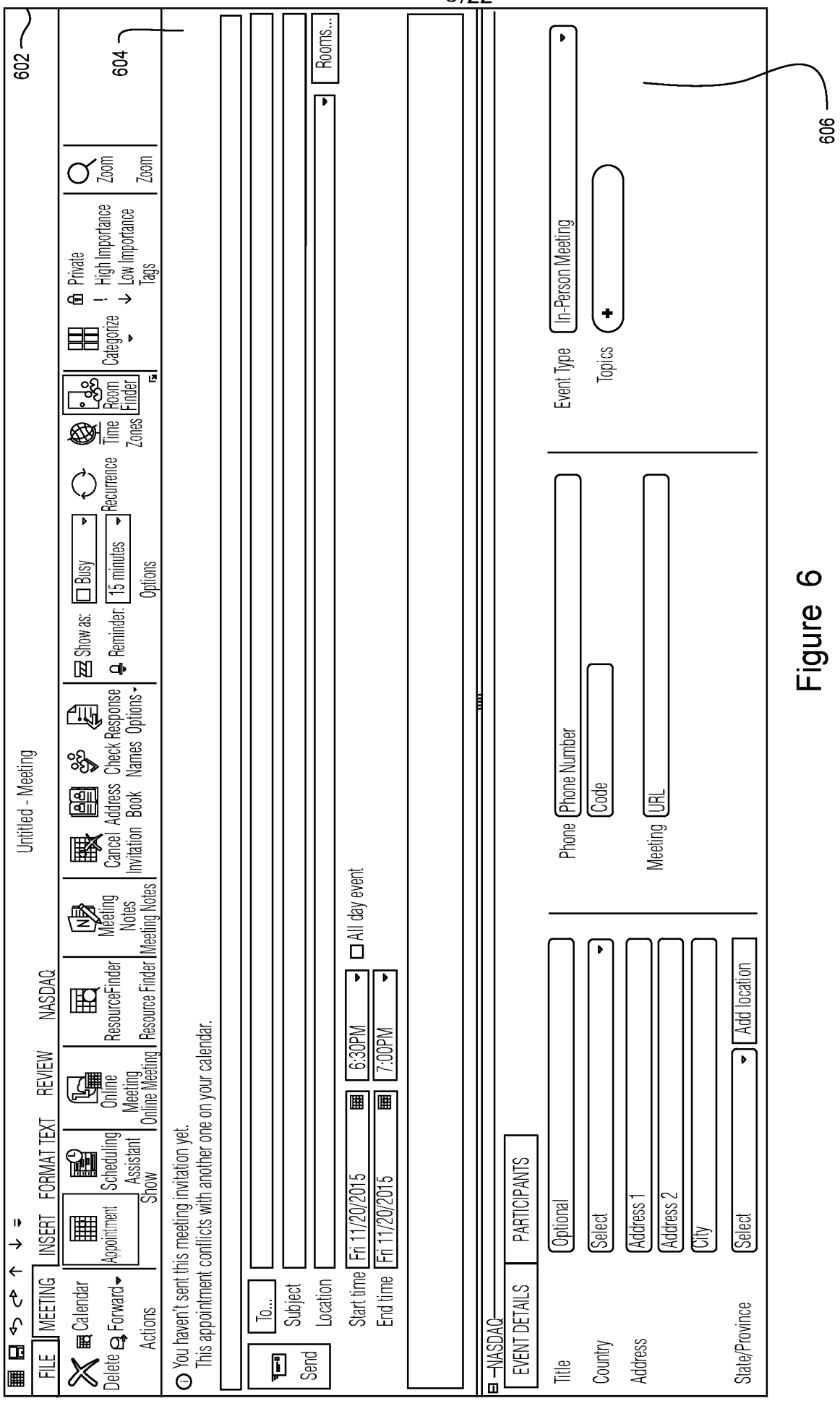

602
Untitled - Meeting
FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
NASDAQ
Calendar
Delete
Forward
Actions
Appointment
Scheduling Assistant
Show
Online Meeting
Online Meeting
ResourceFinder
Resource Finder
Meeting Notes
Meeting Notes
Cancel Invitation
Address Book
Check Names
Response Options
Show as:
Busy
Reminder:
15 minutes
Options
Recurrence
Time Zones
Room Finder
Categorize
Private
High Importance
Low Importance
Tags
Zoom
Zoom
604
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
To...
Send
Subject
Location
Start time
Fri 11/20/2015
6:30PM
All day event
End time
Fri 11/20/2015
7:00PM
Rooms...
NASDAQ
EVENT DETAILS
PARTICIPANTS
Title
Optional
Country
Select
Address
Address 1
Address 2
City
State/Province
Select
Add location
Phone
Phone Number
Code
Meeting
URL
Event Type
In-Person Meeting
Topics
606

Figure 6

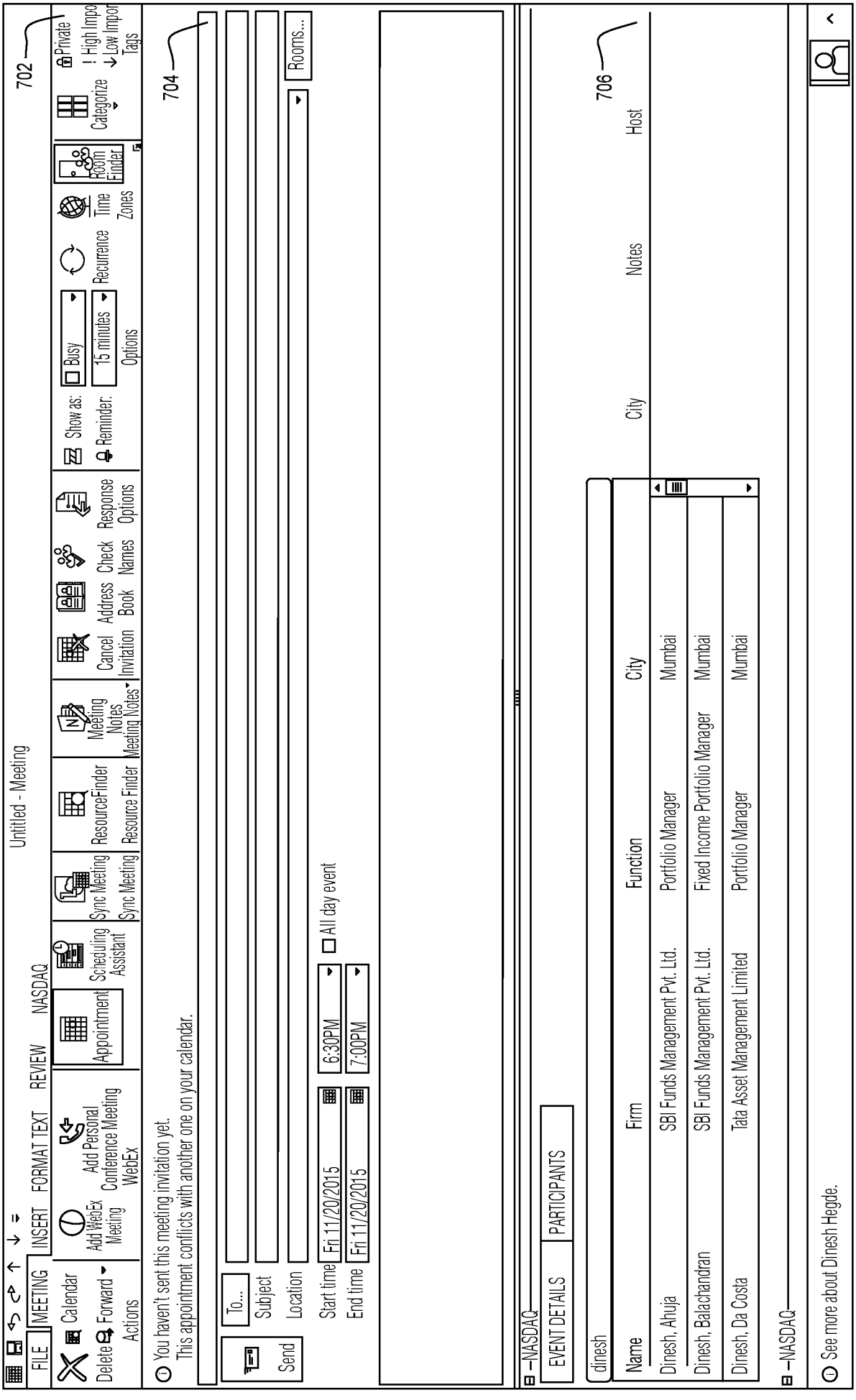

Untitled - Meeting
FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
NASDAQ
Calendar
Delete
Forward
Actions
Add WebEx Meeting
Add Personal Conference Meeting WebEx
Appointment
Scheduling Assistant
Sync Meeting
Sync Meeting
ResourceFinder
Resource Finder
Meeting Notes
Meeting Notes
Cancel Invitation
Address Book
Check Names
Response Options
Show as:
Busy
Reminder:
15 minutes
Options
Recurrence
Time Zones
Room Finder
Categorize
Private
High Impo
Low Impor
Tags
702
704
706
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
To...
Send
Subject
Location
Start time
Fri 11/20/2015
6:30PM
End time
Fri 11/20/2015
7:00PM
All day event
Rooms...
NASDAQ
EVENT DETAILS
PARTICIPANTS
dinesh
Name
Firm
Function
City
City
Notes
Host
Dinesh, Ahuja
SBI Funds Management Pvt. Ltd.
Portfolio Manager
Mumbai
Dinesh, Balachandran
SBI Funds Management Pvt. Ltd.
Fixed Income Portfolio Manager
Mumbai
Dinesh, Da Costa
Tata Asset Management Limited
Portfolio Manager
Mumbai
NASDAQ
See more about Dinesh Hegde.

Figure 7

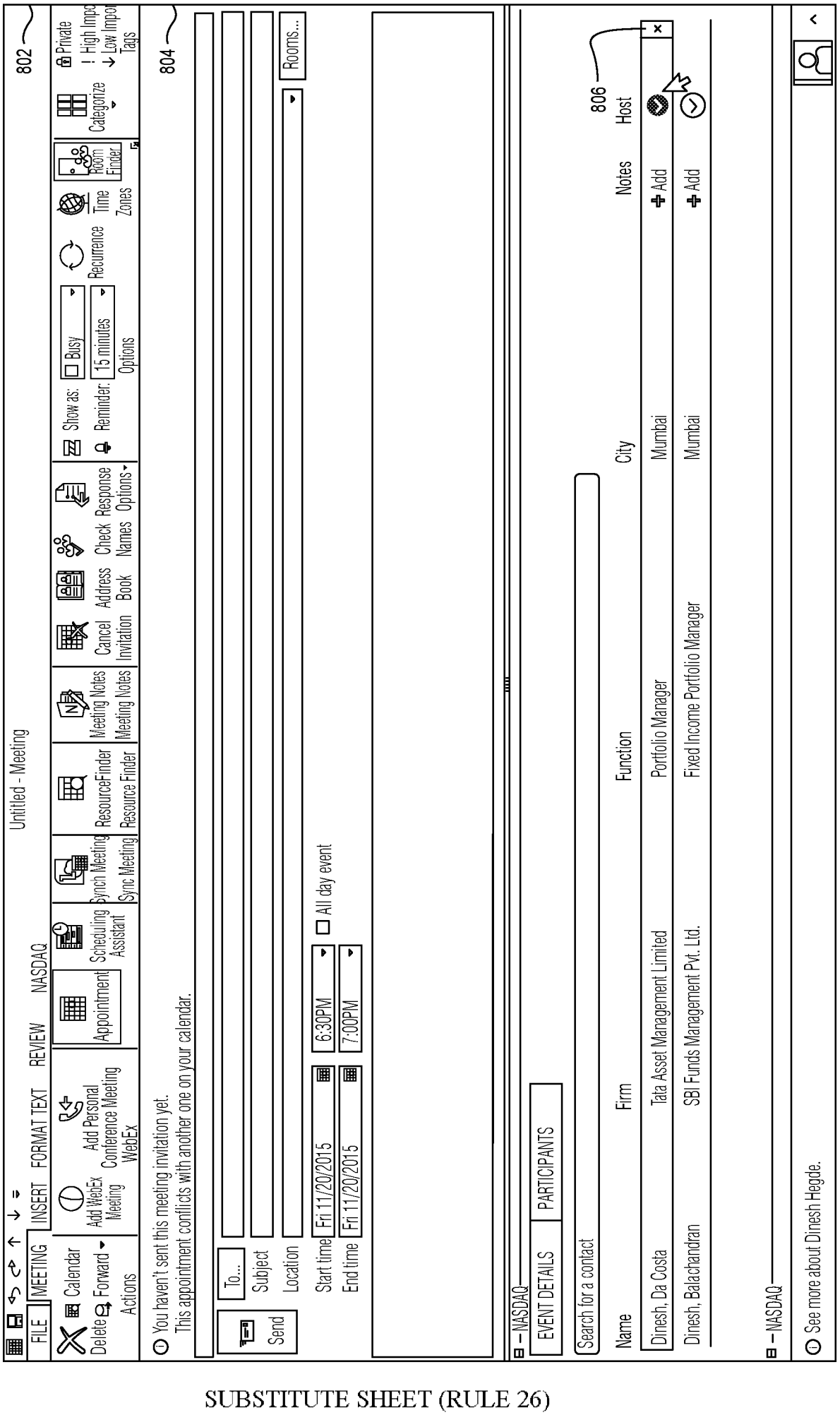

802
Untitled - Meeting
FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
NASDAQ
Calendar
Delete
Forward
Actions
Add WebEx Meeting
Add Personal Conference Meeting WebEx
Appointment
Scheduling Assistant
Lync Meeting
Sync Meeting
ResourceFinder
Resource Finder
Meeting Notes
Meeting Notes
Cancel Invitation
Address Book
Check Names
Response Options
Show as:
Busy
Reminder:
15 minutes
Options
Recurrence
Time Zones
Room Finder
Categorize
Private
High Impo
Low Impor
Tags
804
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
To...
Subject
Location
Send
Start time
Fri 11/20/2015
6:30PM
All day event
End time
Fri 11/20/2015
7:00PM
Rooms...
– NASDAQ
EVENT DETAILS
PARTICIPANTS
Search for a contact
806
Name
Firm
Function
City
Notes
Host
Dinesh, Da Costa
Tata Asset Management Limited
Portfolio Manager
Mumbai
Add
Dinesh, Balachandran
SBI Funds Management Pvt. Ltd.
Fixed Income Portfolio Manager
Mumbai
Add
– NASDAQ
See more about Dinesh Hegde.

Figure 8

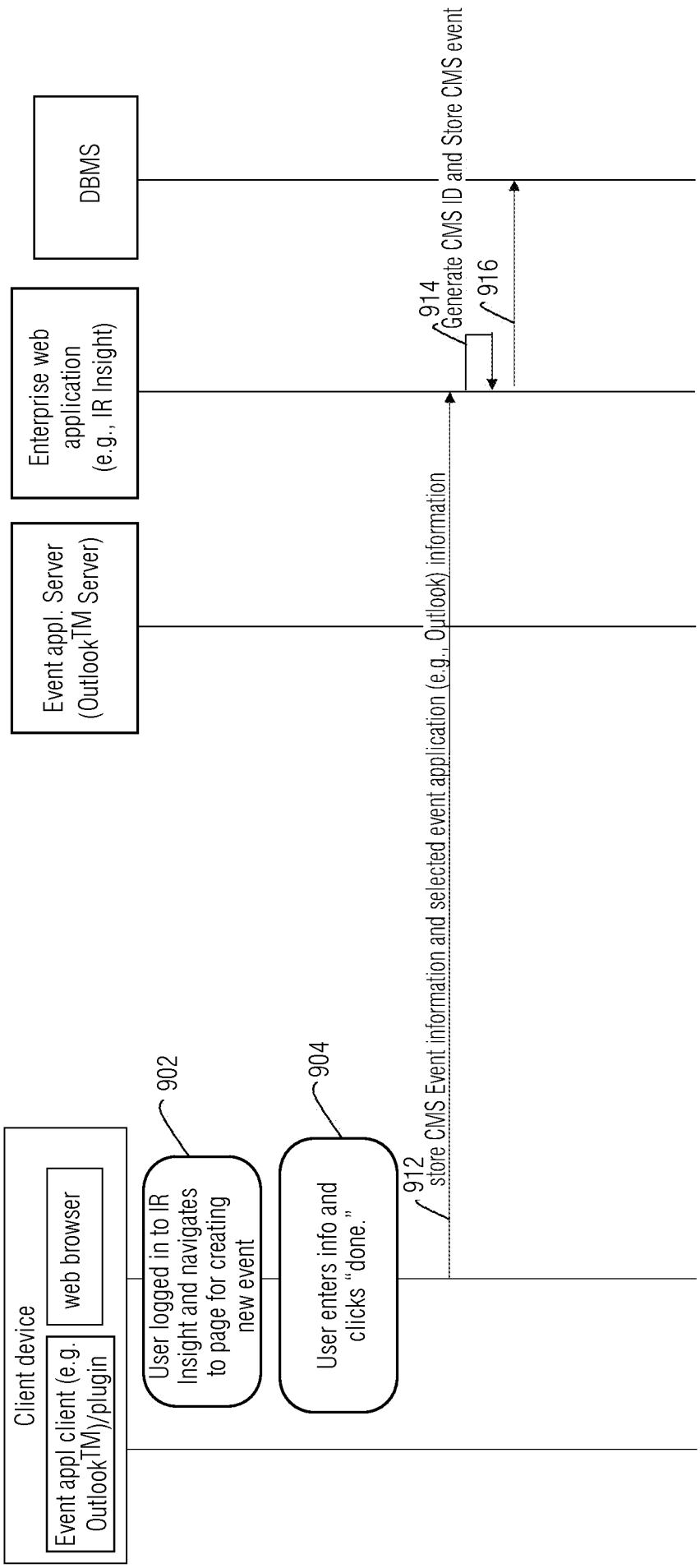

Client device
Event appl client (e.g. Outlook™)/plugin
web browser
Event appl. Server (Outlook™ Server)
Enterprise web application (e.g., IR Insight)
DBMS
902
User logged in to IR Insight and navigates to page for creating new event
904
User enters info and clicks "done."
912
store CMS Event information and selected event application (e.g., Outlook) information
914
Generate CMS ID and Store CMS event
916

Figure 9

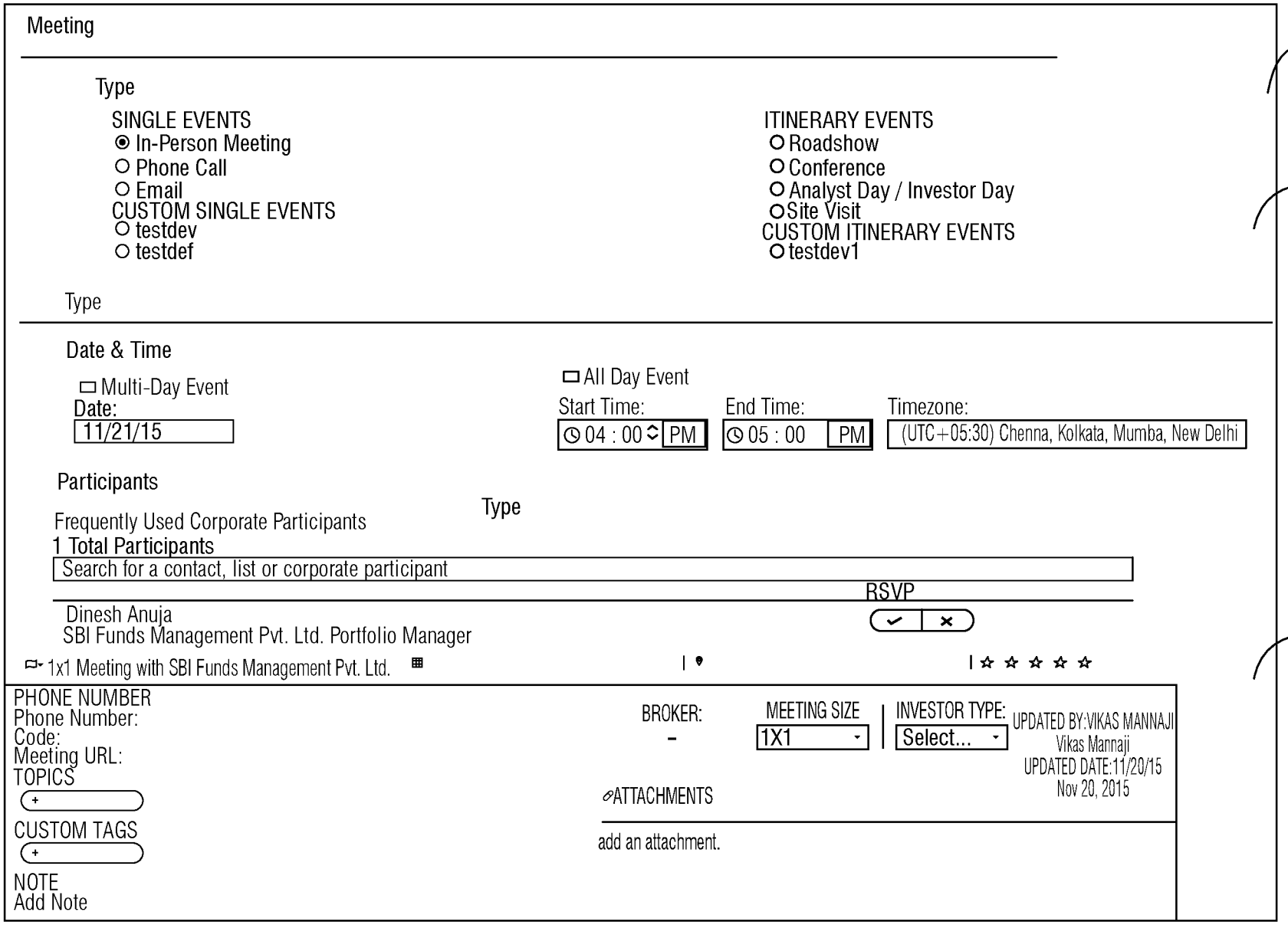


Figure 10

SUBSTITUTE SHEET (RULE 26)

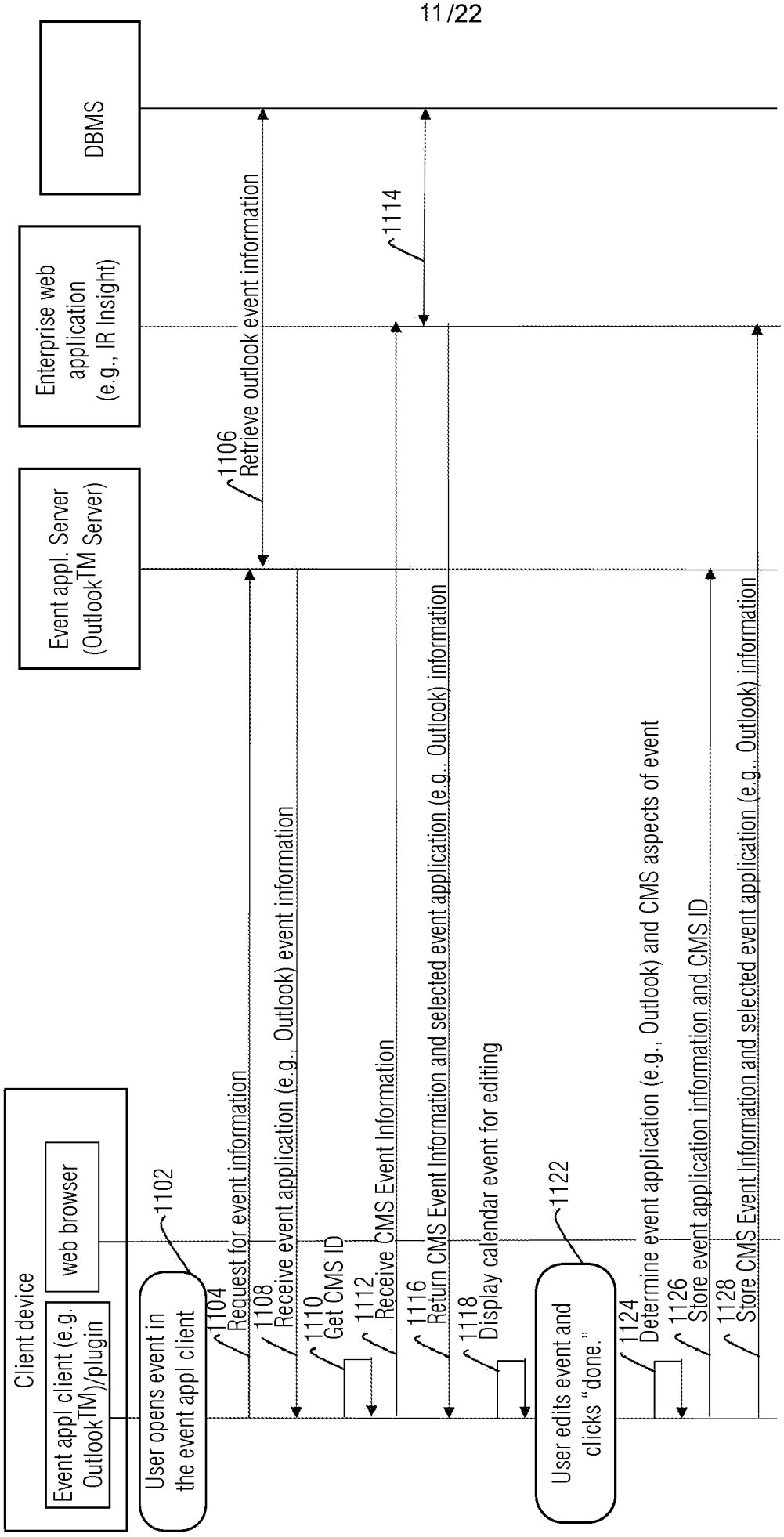

Client device
Event appl client (e.g. Outlook™)/plugin
web browser
Event appl. Server (Outlook™ Server)
Enterprise web application (e.g., IR Insight)
DBMS
User opens event in the event appl client
1102
1104 Request for event information
1106 Retrieve outlook event information
1108 Receive event application (e.g., Outlook) event information
1110 Get CMS ID
1112 Receive CMS Event Information
1114
1116 Return CMS Event Information and selected event application (e.g., Outlook) information
1118 Display calendar event for editing
User edits event and clicks "done."
1122
1124 Determine event application (e.g., Outlook) and CMS aspects of event
1126 Store event application information and CMS ID
1128 Store CMS Event Information and selected event application (e.g., Outlook) information

Figure 11

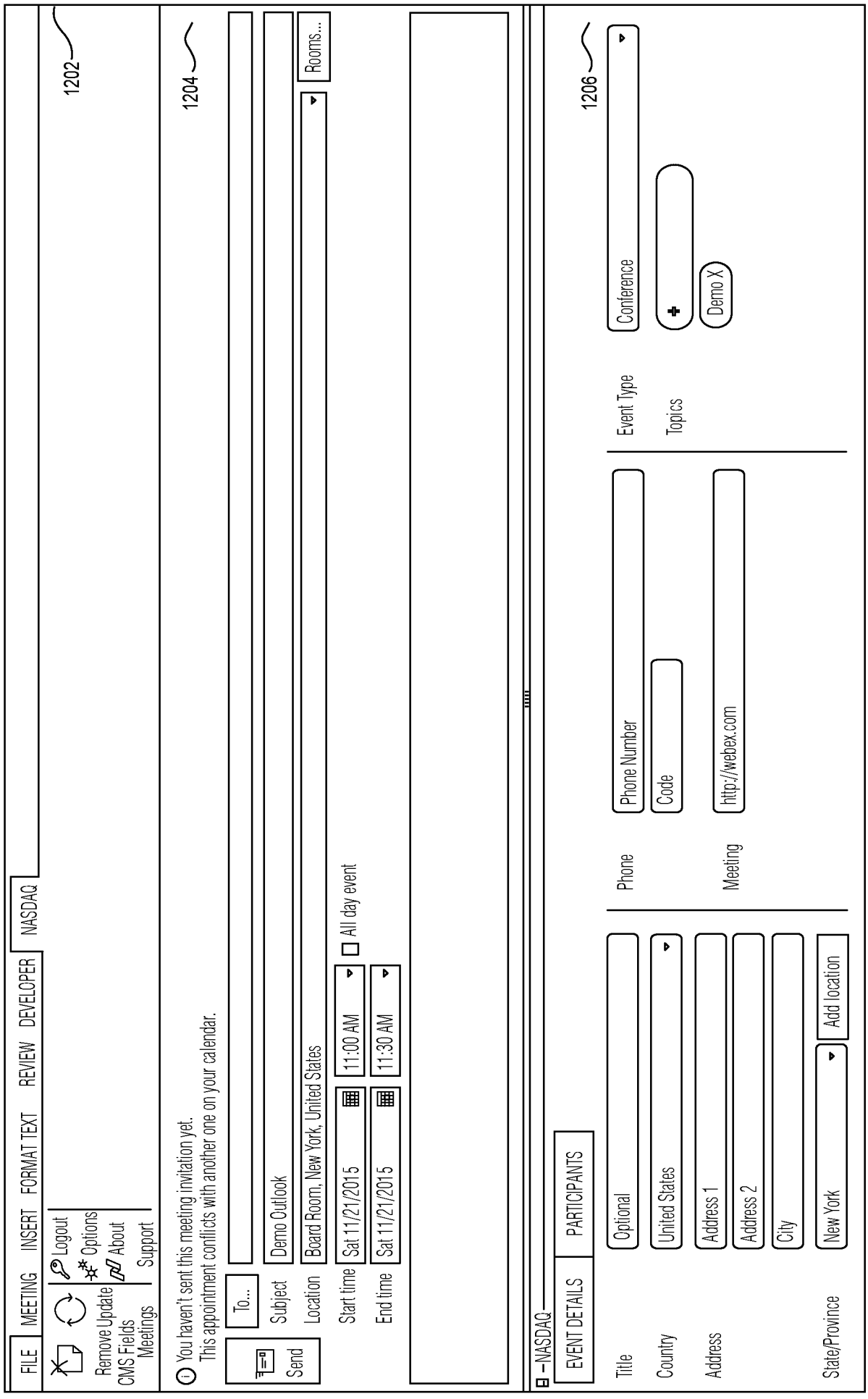

FILE
MEETING
INSERT
FORMAT TEXT
REVIEW
DEVELOPER
NASDAQ
Remove Update
CMS Fields
Meetings
Logout
Options
About
Support
1202
1204
You haven't sent this meeting invitation yet.
This appointment conflicts with another one on your calendar.
Send
To...
Subject
Demo Outlook
Location
Board Room, New York, United States
Rooms...
Start time
Sat 11/21/2015
11:00 AM
All day event
End time
Sat 11/21/2015
11:30 AM
NASDAQ
EVENT DETAILS
PARTICIPANTS
1206
Title
Optional
Phone
Phone Number
Event Type
Conference
Country
United States
Code
Topics
Address
Address 1
Meeting
http://webex.com
Demo X
Address 2
City
State/Province
New York
Add location

Figure 12

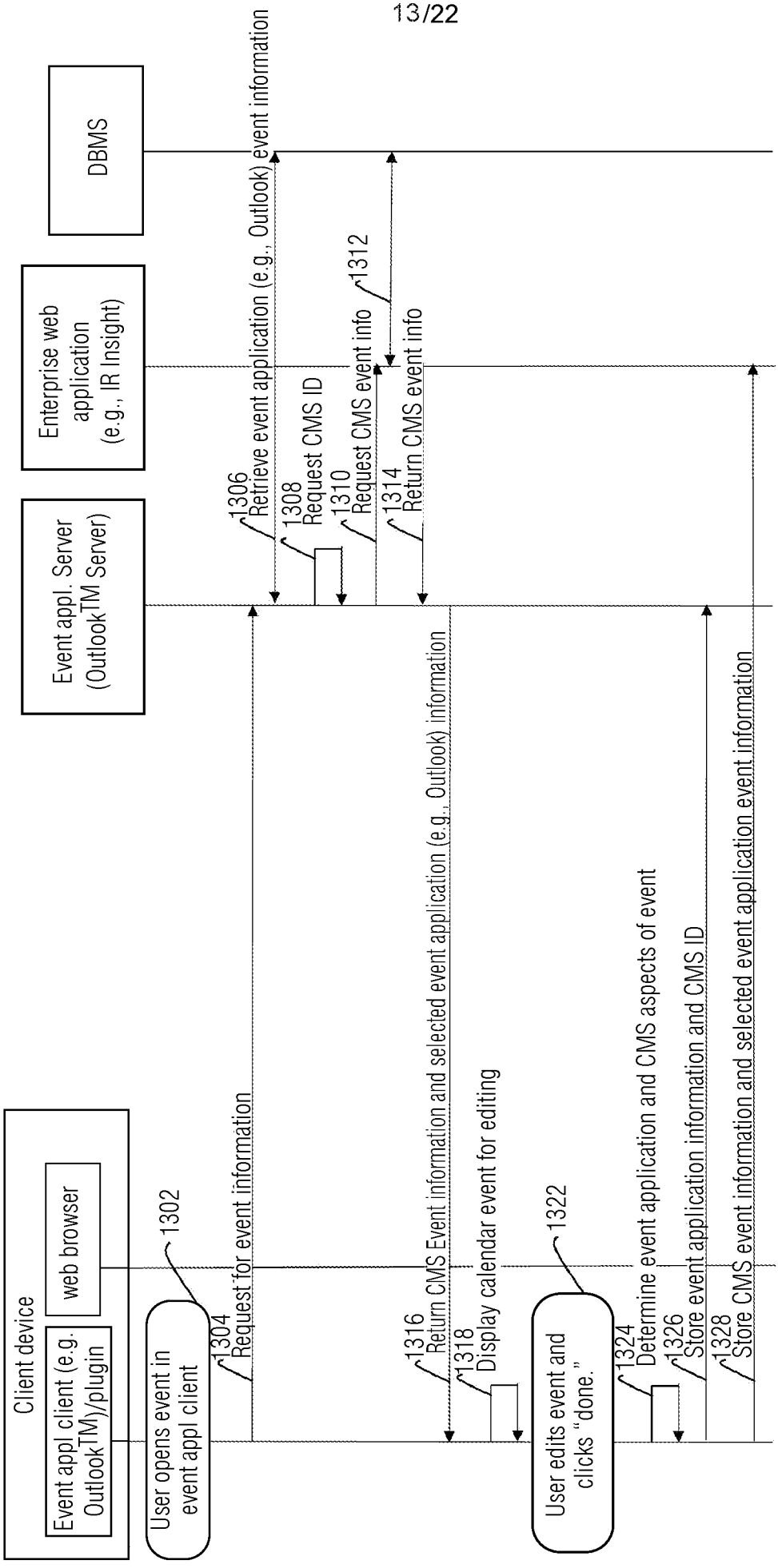

Client device
Event appl client (e.g. Outlook™)/plugin
web browser
User opens event in event appl client
1302
1304
Request for event information
Event appl. Server (Outlook™ Server)
Enterprise web application (e.g., IR Insight)
DBMS
1306
Retrieve event application (e.g., Outlook) event information
1308
Request CMS ID
1310
Request CMS event info
1312
1314
Return CMS event info
1316
Return CMS Event information and selected event application (e.g., Outlook) information
1318
Display calendar event for editing
1322
User edits event and clicks "done."
1324
Determine event application and CMS aspects of event
1326
Store event application information and CMS ID
1328
Store CMS event information and selected event application event information

Figure 13

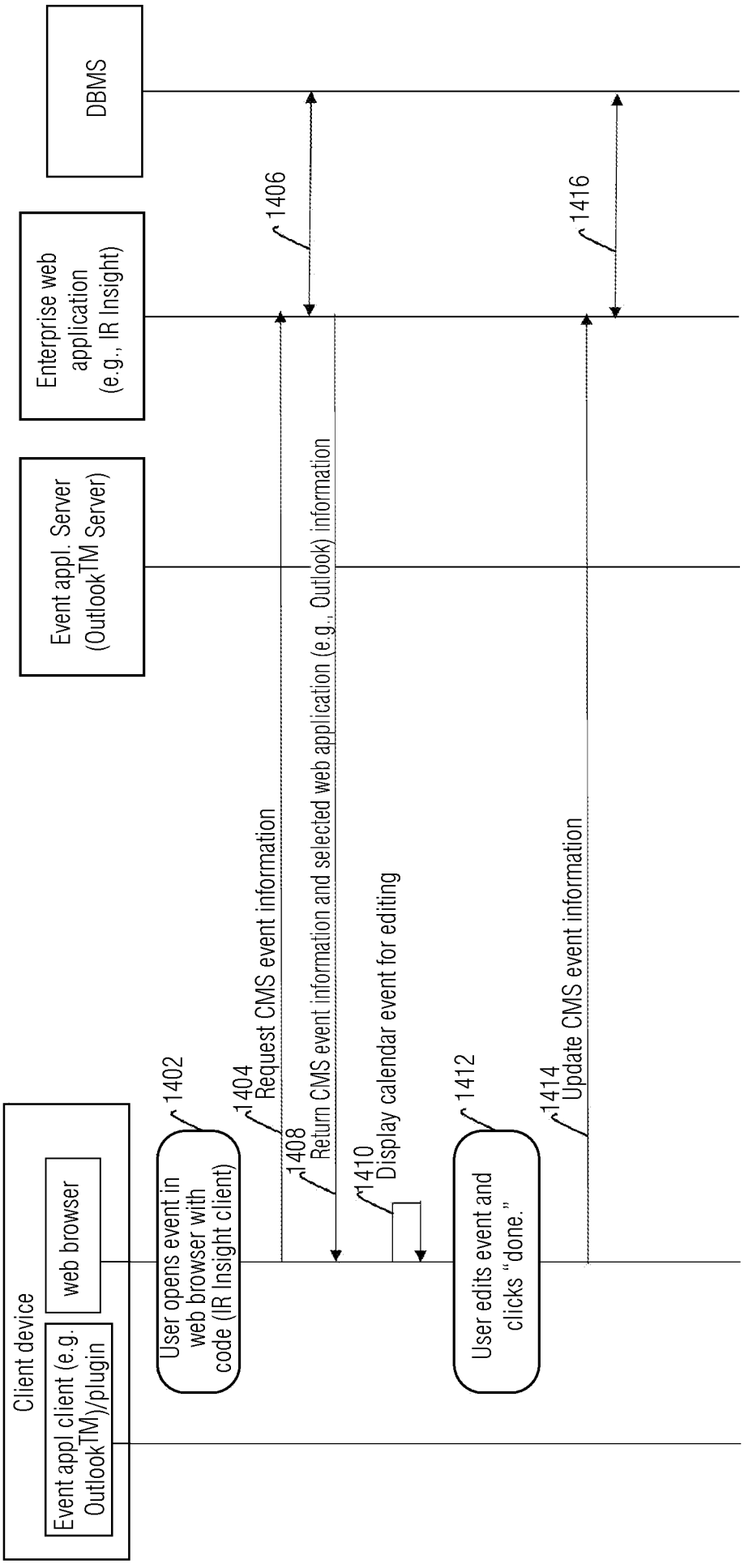

DBMS
Enterprise web application (e.g., IR Insight)
Event appl. Server (Outlook™ Server)
Client device
Event appl client (e.g. Outlook™)/plugin
web browser
1402
User opens event in web browser with code (IR Insight client)
1404
Request CMS event information
1406
1408
Return CMS event information and selected web application (e.g., Outlook) information
1410
Display calendar event for editing
1412
User edits event and clicks "done."
1414
Update CMS event information
1416

Figure 14

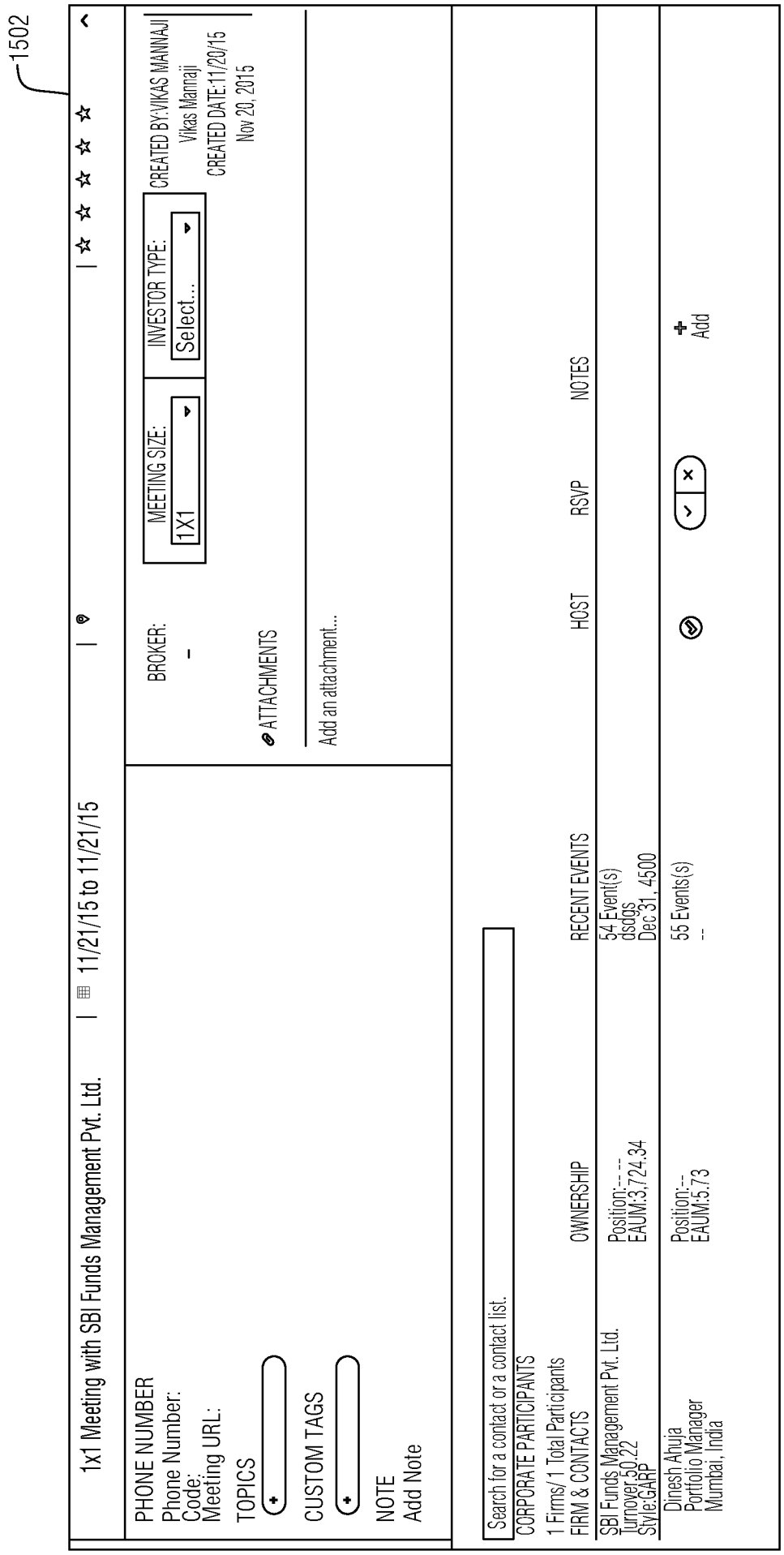

1502
1x1 Meeting with SBI Funds Management Pvt. Ltd.
11/21/15 to 11/21/15
PHONE NUMBER
Phone Number:
Code:
Meeting URL:
TOPICS
CUSTOM TAGS
NOTE
Add Note
BROKER:
-
MEETING SIZE:
1X1
INVESTOR TYPE:
Select...
CREATED BY:VIKAS MANNAJI
Vikas Mannaji
CREATED DATE:11/20/15
Nov 20, 2015
ATTACHMENTS
Add an attachment...
Search for a contact or a contact list.
CORPORATE PARTICIPANTS
1 Firms/ 1 Total Participants
FIRM & CONTACTS
OWNERSHIP
RECENT EVENTS
HOST
RSVP
NOTES
SBI Funds Management Pvt. Ltd.
Turnover:50.22
Style:GARP
Position:-- --
EAUM:3,724.34
54 Event(s)
dsdgs
Dec 31, 4500
Dinesh Ahuja
Portfolio Manager
Mumbai, India
Position:--
EAUM:5.73
55 Events(s)
--
Add

Figure 15

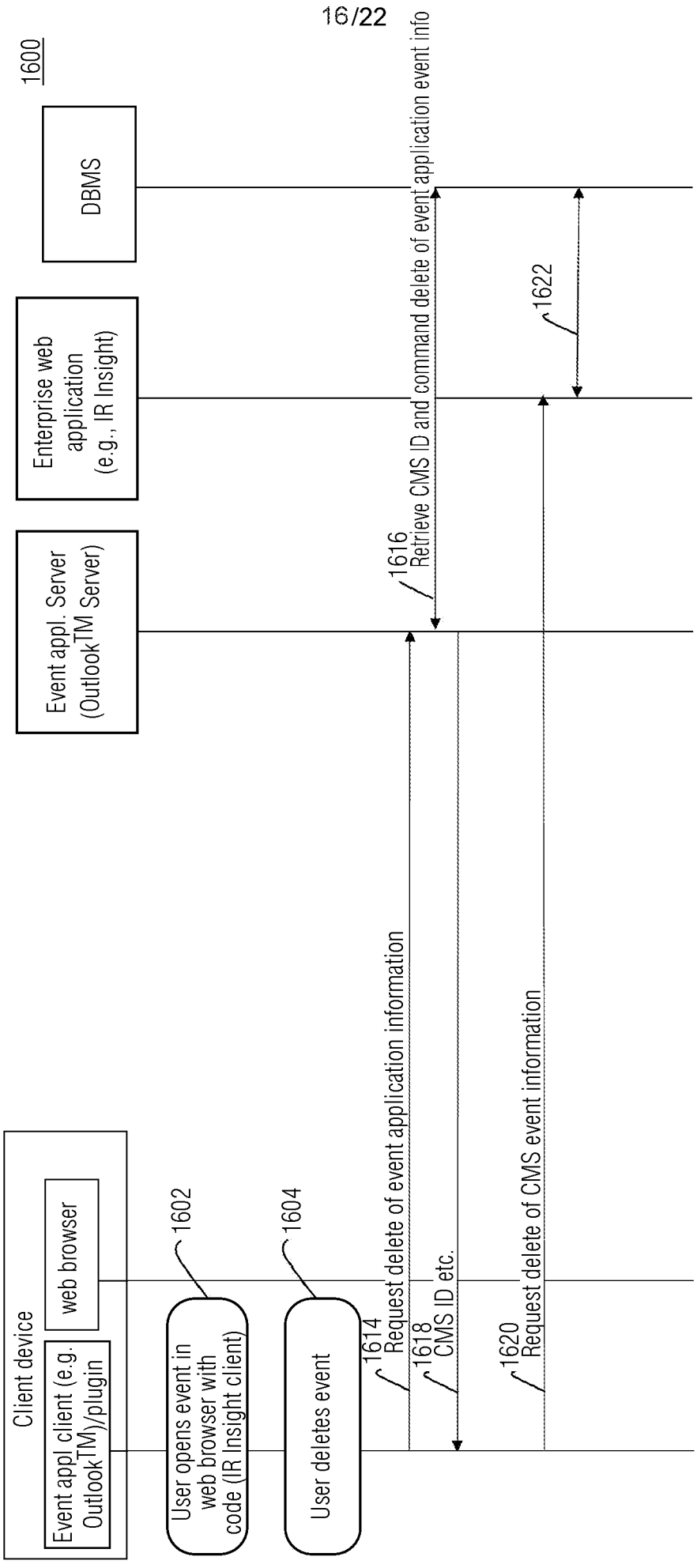

1600
DBMS
Enterprise web application (e.g., IR Insight)
Event appl. Server (Outlook™ Server)
1616 Retrieve CMS ID and command delete of event application event info
1622
Client device
Event appl client (e.g. Outlook™)/plugin
web browser
1602
User opens event in web browser with code (IR Insight client)
1604
User deletes event
1614 Request delete of event application information
1618 CMS ID etc.
1620 Request delete of CMS event information

Figure 16

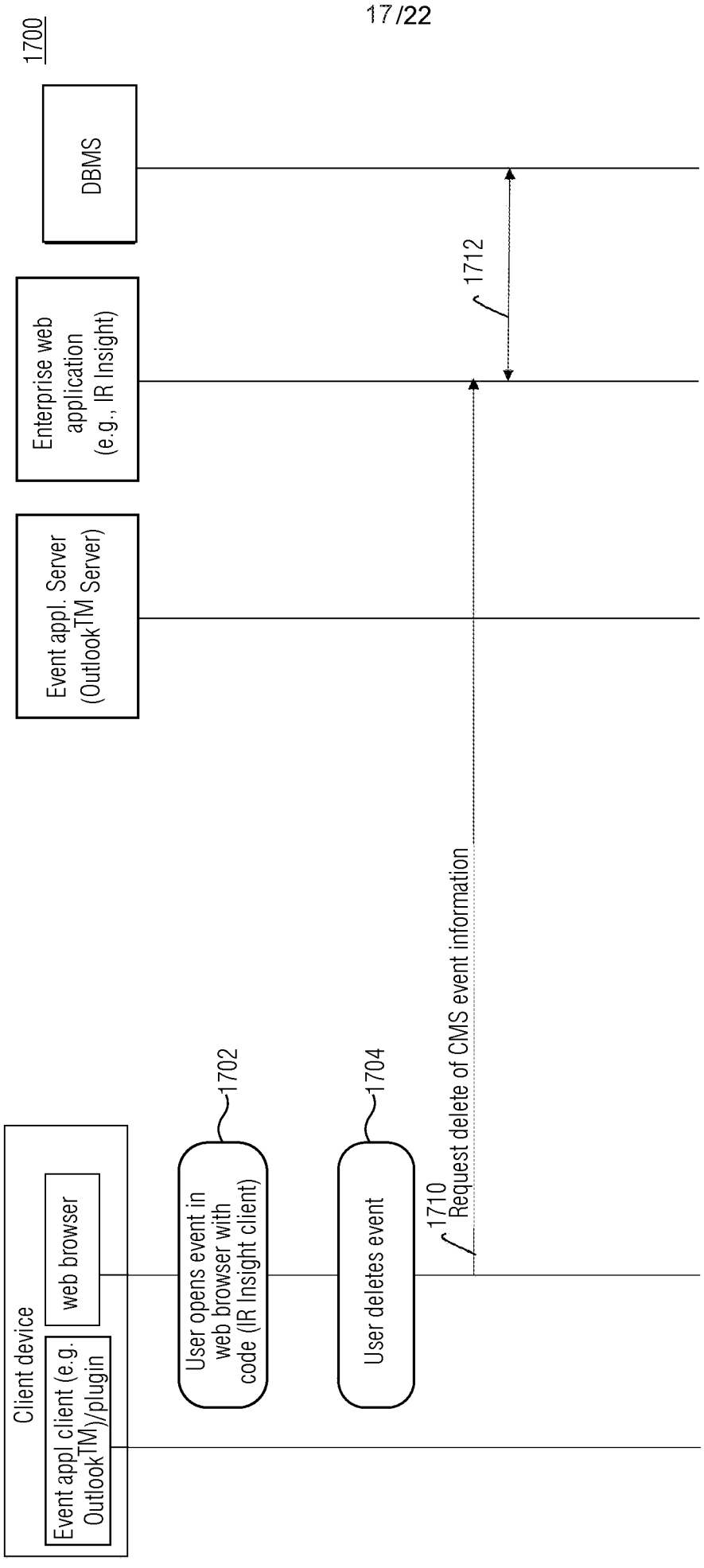

1700
DBMS
Enterprise web application (e.g., IR Insight)
Event appl. Server (Outlook™ Server)
Client device
Event appl client (e.g. Outlook™)/plugin
web browser
1712
1702
User opens event in web browser with code (IR Insight client)
1704
User deletes event
1710
Request delete of CMS event information

Figure 17

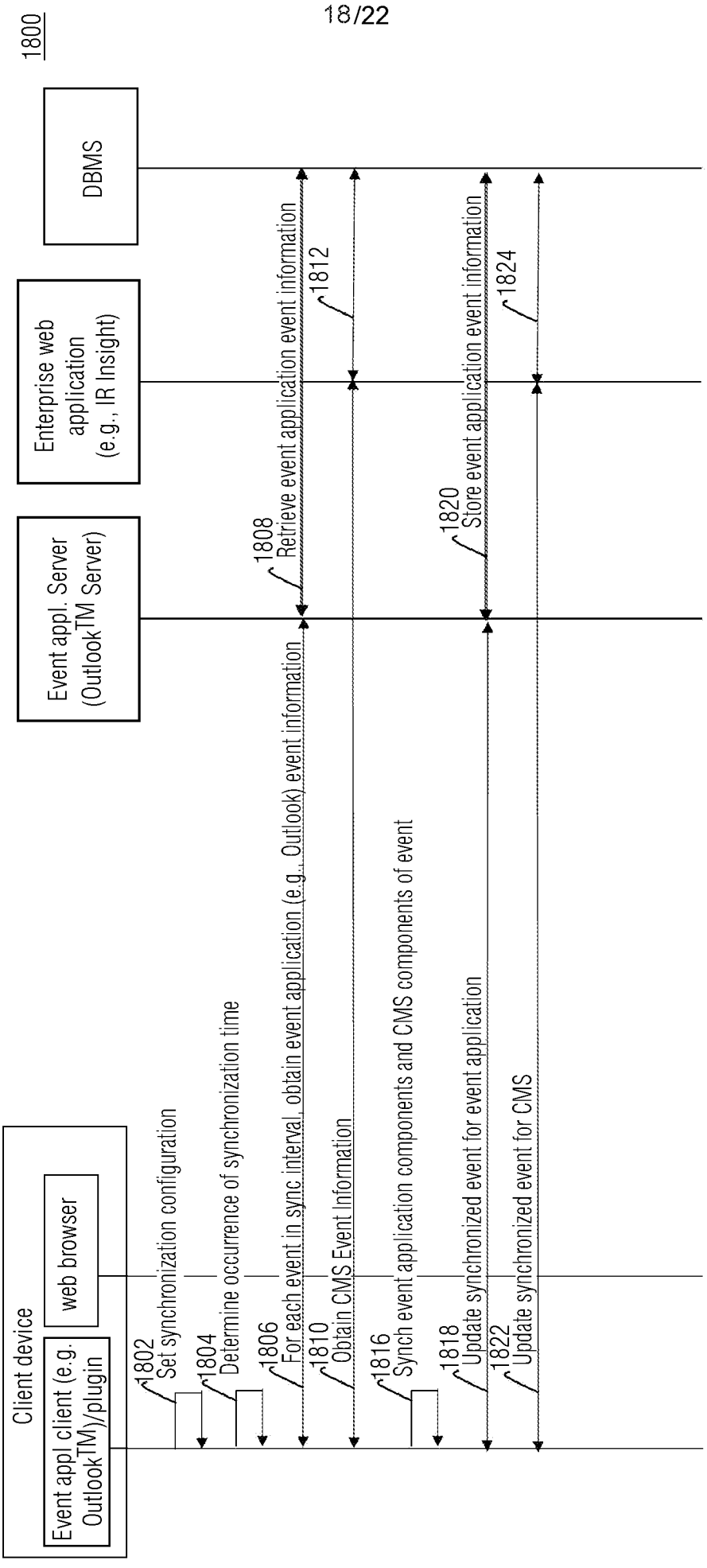

1800
Client device
Event appl client (e.g. Outlook™)/plugin
web browser
Event appl. Server (Outlook™ Server)
Enterprise web application (e.g., IR Insight)
DBMS
1802 Set synchronization configuration
1804 Determine occurrence of synchronization time
1806 For each event in sync interval, obtain event application (e.g., Outlook) event information
1808 Retrieve event application event information
1810 Obtain CMS Event Information
1812
1816 Synch event application components and CMS components of event
1818 Update synchronized event for event application
1820 Store event application event information
1822 Update synchronized event for CMS
1824

Figure 18

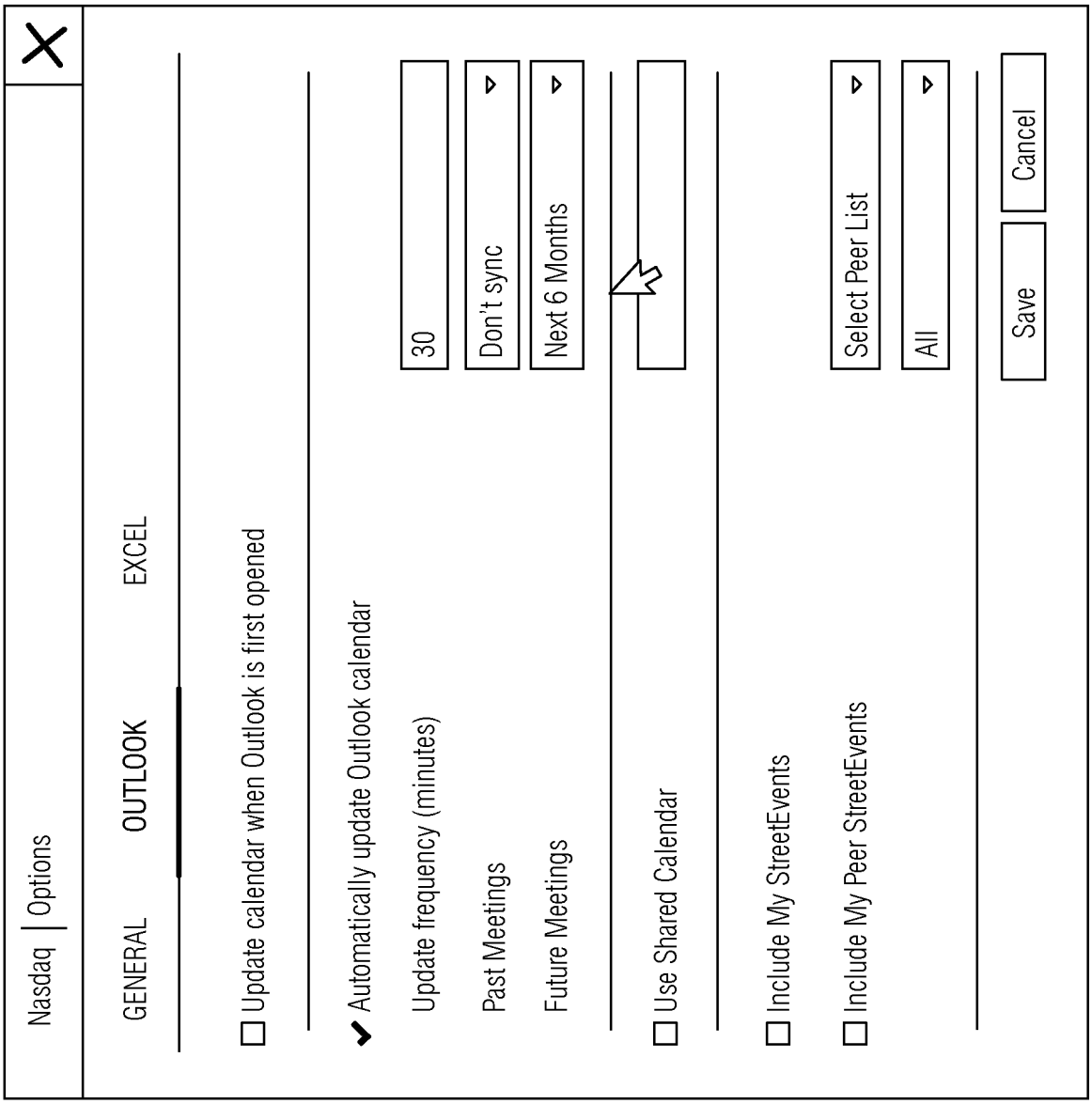

Nasdaq | Options
GENERAL
OUTLOOK
EXCEL
Update calendar when Outlook is first opened
Automatically update Outlook calendar
Update frequency (minutes)
30
Past Meetings
Don't sync
Future Meetings
Next 6 Months
Use Shared Calendar
Include My StreetEvents
Include My Peer StreetEvents
Select Peer List
All
Save
Cancel

Figure 19

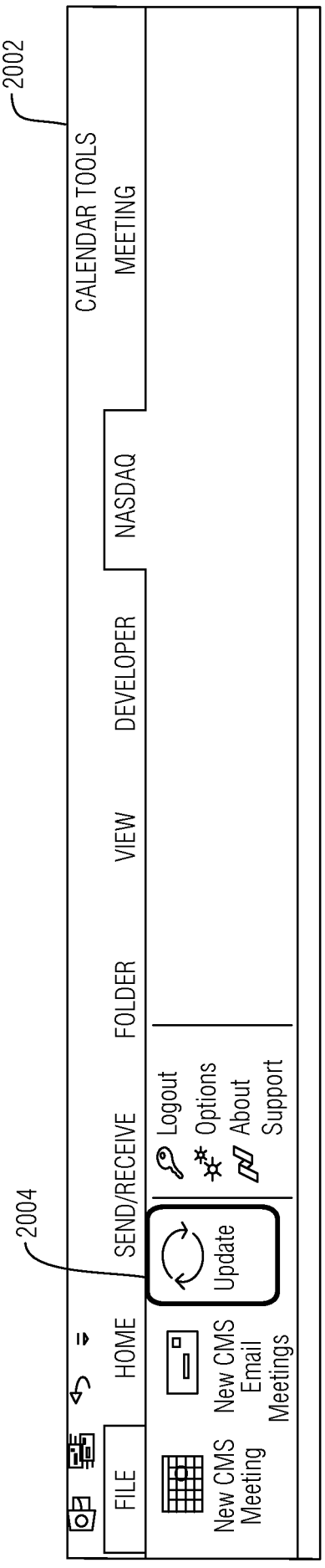

2002
CALENDAR TOOLS
MEETING
NASDAQ
DEVELOPER
VIEW
FOLDER
SEND/RECEIVE
HOME
FILE
2004
Update
New CMS Email Meetings
New CMS Meeting
Logout
Options
About
Support

Figure 20

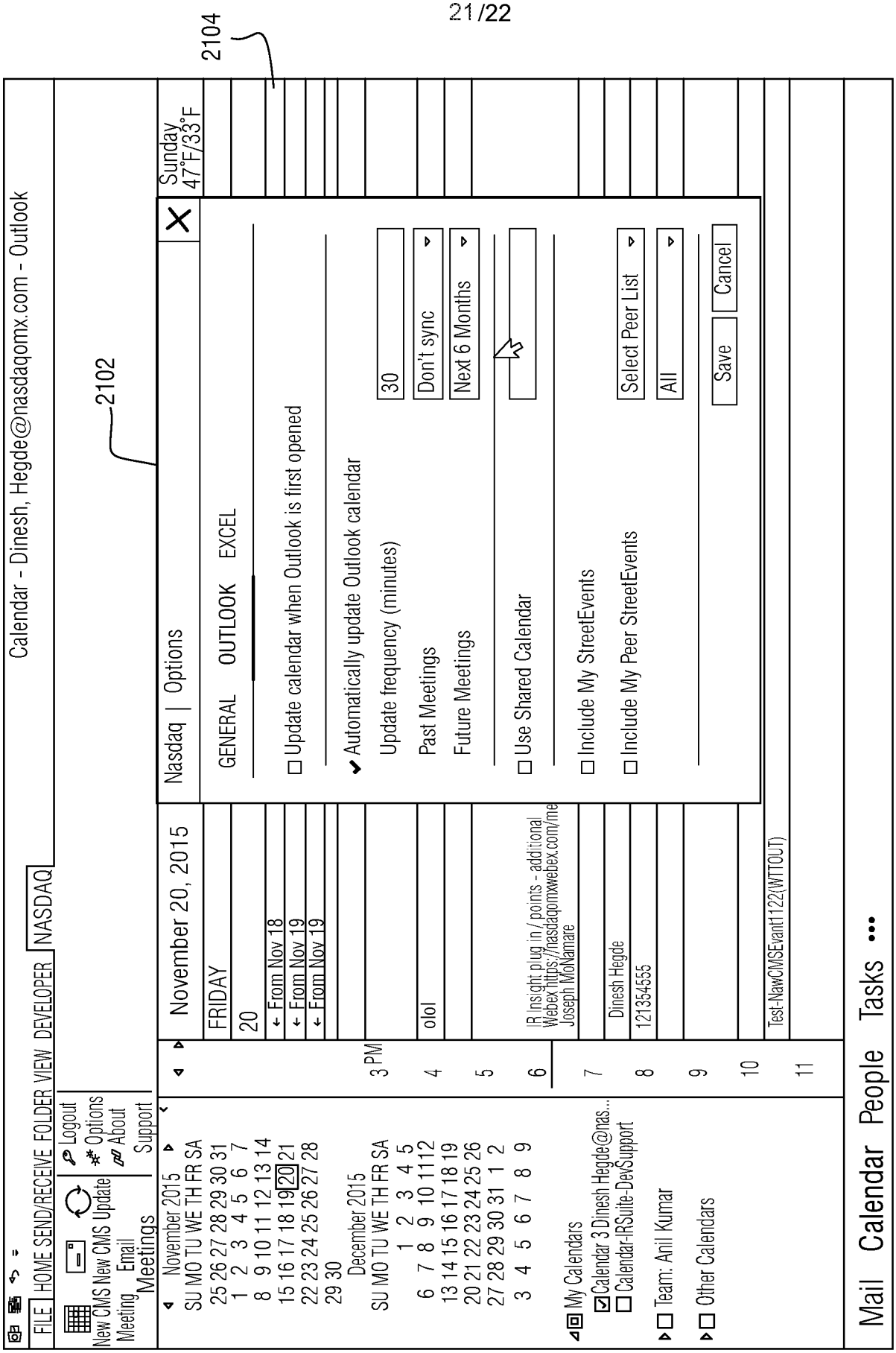

2104
2102
Calendar - Dinesh, Hegde@nasdaqomx.com - Outlook
FILE HOME SEND/RECEIVE FOLDER VIEW DEVELOPER NASDAQ
New Meeting
New CMS Meeting
CMS Update
Email Meetings
Logout
Options
About
Support
November 2015
SU MO TU WE TH FR SA
25 26 27 28 29 30 31
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30
December 2015
SU MO TU WE TH FR SA
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31 1 2
3 4 5 6 7 8 9
My Calendars
Calendar 3 Dinesh Hegde@nas...
Calendar-IRSuite-DevSupport
Team: Anil Kumar
Other Calendars
November 20, 2015
FRIDAY
20
From Nov 18
From Nov 19
From Nov 19
3 PM
4
olol
5
6
IR Insight plug in / points - additional
Webex https://nasdaqomxwebex.com/me
Joseph MoNamare
7
Dinesh Hegde
8
121354555
9
10
Test-NawCMSEvant1122(WTTOUT)
11
Nasdaq | Options
GENERAL OUTLOOK EXCEL
Update calendar when Outlook is first opened
Automatically update Outlook calendar
Update frequency (minutes)
30
Past Meetings
Don't sync
Future Meetings
Next 6 Months
Use Shared Calendar
Include My StreetEvents
Include My Peer StreetEvents
Select Peer List
All
Save
Cancel
Sunday
47°F/33°F
Mail Calendar People Tasks •••

Figure 21

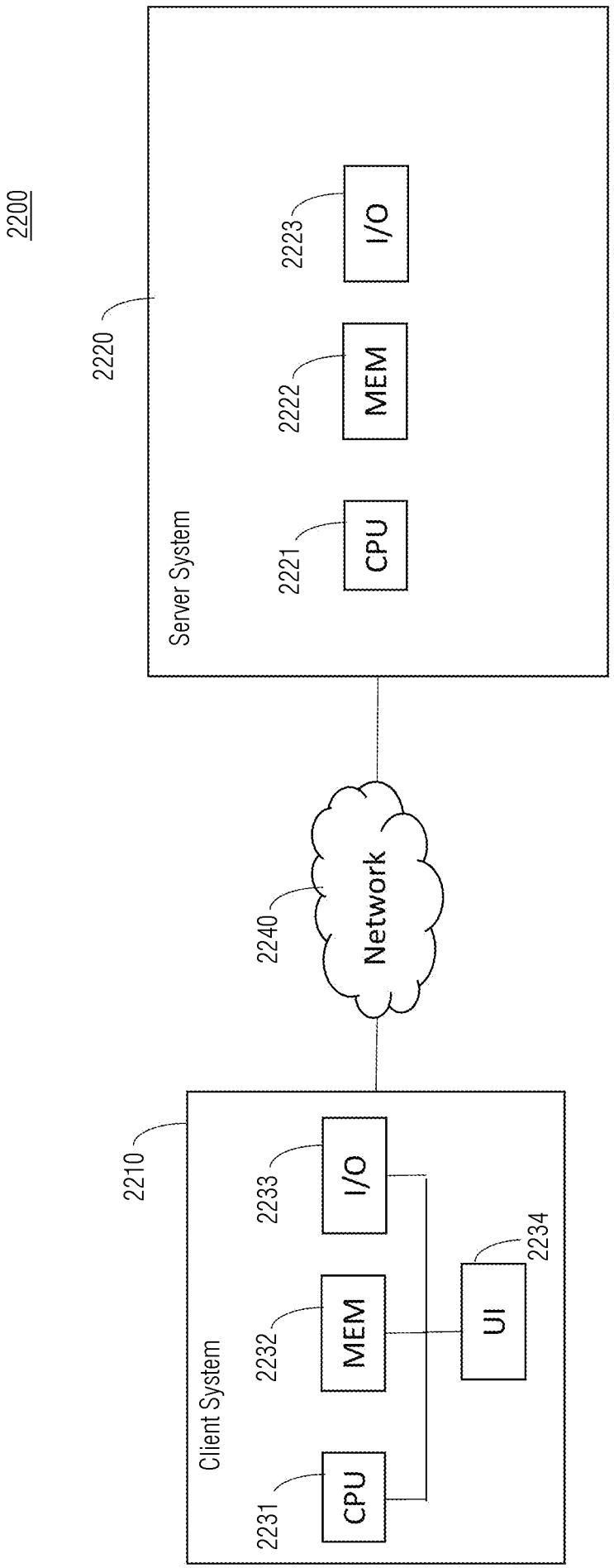

2200
2220
Server System
2221
CPU
2222
MEM
2223
I/O
2240
Network
2210
Client System
2231
CPU
2232
MEM
2233
I/O
2234
UI

Figure 22