



Desjardins use of Know Your Professional (KYP) leads to TMX Datalinx Xpress certification.

New York - D8A Force LLC announced today that Desjardins Securities Inc is the first retail brokerage business to become certified through the TMX Datalinx Xpress program in part due to their use of the Know Your Professional (KYP) software.

KYP by D8A FORCE is a flexible solution designed to support retail subscriber classification for compliance with exchange policies. This software automates data subscriber verification to help firms reduce the risk and cost of noncompliance. D8A Force has been collaborating with the TMX, Desjardins and Market Data Management Solutions (“MDMS”) to fine tune the delivery of a robust solution for the challenges retail brokers face to accurately classify subscribers.

Desjardins is focused on becoming an industry leader in the retail investor space. They engaged MDMS to become the Vendor of Record for exchange reporting and along with MDMS have designed a process to comply with the necessary due diligence needed to verify subscribers. “MDMS and D8A Force have both been instrumental in Desjardins’ quest to ensure full VOR compliance with respect to exchange reporting obligations with a very complete and cost-effective offering.” said Richard Tardif Conseiller expert, “In addition the TMX has been a great partner in streamlining the entire process.”

Launched in late 2018, the TMX Datalinx Xpress Program is designed to improve the overall client experience for TMX Datalinx Data feed subscribers by streamlining and simplifying client contracting, eliminating audit risk and providing transparent pricing and licensing. “TMX Datalinx continues to work to address the evolving needs of our clients across the markets we serve while helping them to manage costs and mitigate risks,” said Sarah Ryerson, President of TMX Datalinx. “In connection with our new TMX Datalinx Xpress Program, we are excited to work with companies like D8A Force to provide our clients with valuable insights into their market data usage and workable solutions.”

MDMS has been a partner of both Desjardins and D8A Force for the past three years. Their use of KYP has enhanced their ability to service clients. “MDMS is proud of the role it played in assisting Desjardins to achieve its goal in becoming the first retail broker certified under the Datalinx Express program” said Scott Villa, President MDMS

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