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**From:** Troy, Patrick [PTroy@espeed.com]  
**Sent:** Tuesday, June 19, 2001 2:50 PM  
**To:** Roach, Stephen  
**Cc:** Kirwin, Glenn  
**Subject:** RE: Easy screen

- 1) Registration can take 4 to 6 weeks ( as per Phil Norton)
- 2) How can we make customers leave TT and come to eSpeed?
  - a) Eurex traders have had no interest in Treasuries. I have offer Cash to them for no monthly fee just commission and they still had no interest. examples: Goldenberg and Marquette Partners both large Eurex shops.

b)Customers like the "trading ticket" used on TT--Easy Screen is in the process of duplicating TT's " trading ticket"

Why can't we or can we just use Easy Screen's?  
This would make the switch allot easy for traders who have been using TT for a while.

- c) If we are visual and electronically similar to TT then all that is left is cost.  
All the front end competitor have an installation and equipment cost except Easy Screen  
TT was giving out the front end for a free trial period (ex 3- 6 months) and then hitting them with a large installation fee. Remember if they are currently using a front end system they already paid the installation fee. Monthly cost are all that's left.

If Easy Screen can get their "New Trading Ticket" onto eSpeed and we can shorten this Registration process we would be in great shape. Cost would be the next step.  
I will be sending you the price list of our competitors Shortly.

-----Original Message-----  
**From:** Roach, Stephen  
**Sent:** Monday, June 18, 2001 11:28 AM  
**To:** Troy, Patrick  
**Cc:** Kirwin, Glenn  
**Subject:** FW: Easy screen

Pat - what do you see as the biggest issues surrounding Easy Screen and its implementation on our Front End?

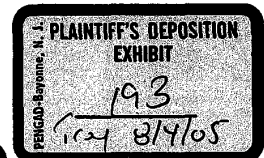
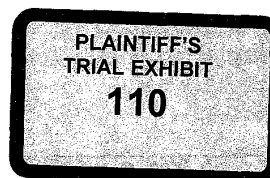
Glenn - what do you see as the biggest hurdles and issues we need to deal with regarding Easy Screen?

-----Original Message-----  
**From:** Robertson, Don  
**Sent:** Monday, June 18, 2001 12:22 PM  
**To:** Roach, Stephen  
**Subject:** Easy screen

These are the three biggest issues I can think of.

- 1) How will a customer be granted access to the "other" exchanges on eSpeed?
  - a. Will there need to be a give up agreement?
  - b. Will current passwords to ACE or Eurex suffice?
- 2) How much will we charge?
  - a. feed back to date has been .25 is high for a high volume account. Range is between 600 to 1000 flat fee.
- 3) Liability issues?
- 4)

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