



# Product Solicitation and Allocation Enhancements for Cboe Options and EDGX Options

Reference ID: 2020041603

## Overview

**Applicable Cboe Exchanges:** Cboe Options, EDGX Options

**Effective May 1, 2020**, Cboe Options (“C1”) and EDGX Options (“EDGX”) Exchanges will introduce enhancements to the Product Solicitation and Allocation process. These enhancements will allow Designated Primary Market-Makers (DPMs) to utilize the [Customer Web Portal](#) to make selections for new product solicitations and current product re-allocations for each exchange. Firms that are DPMs on C1 and Market-Makers on EDGX will be able to respond to new product solicitations and re-allocations from one location.

## Product Solicitation and Re-Allocation Enhancements

For all product solicitations after May 1, 2020, DPM firms on C1 and Market-Makers on EDGX will use the Customer Web Portal to make their product selections and rankings for new products and re-allocations.

The Customer Web Portal enhancements will include:

- Automated emails that notify a C1 DPM and EDGX Market-Maker that a product allocation has been initiated and the firm should log into the Customer Web Portal to participate.
- The ability for C1 DPMs and EDGX Market-Makers to have a single location on the Customer Web Portal to make all new allocation selections and rankings.
- The ability for C1 DPMs and EDGX Market-Makers to have a single location on the Customer Web Portal to request products being re-allocated.
- The ability to identify the MMID and associated EFID each selected product is assigned.
- Automated emails/notices indicating what products each C1 DPM and EDGX Market-Maker were allocated during a newly listed product(s) or a re-allocated product session. These emails/notices will be delivered to individuals/contacts identified by the firm.
- C1 emails/notices will include the floor Post and Station locations where each newly listed product will trade in open outcry.

## **Testing Opportunities**

To allow customers to become familiar with the new process, the new user interface elements will be visible in the Customer Web Portal **production** environment on April 17, 2020.

## **More Information**

Firms should contact Market Services to designate contact information for receiving automated emails. DPMs on C1 and Market-Makers on EDGX can contact Market Services for additional information about the changes being implemented.

For more information on the Product Selection and Ranking Tool available in the Customer Web Portal, refer to the [US Options Product Ranking and Solicitation Manual](#).

We appreciate your business and remain committed to powering your potential with Cboe products, technologies and solutions.

### **Market Services**

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