



IP TradeTM

Overview

THE HIGH-CAPACITY COMMUNICATIONS SOLUTION FOR TRADERS



WWW.IPTRADE-NETWORKS.COM

A part of **BT** 



High-Performance, Unified Trading Communications & Collaboration

Introduction

Financial trading professionals in banks, brokerages, commodities, exchanges and investment management firms rely on a combination of specialized communications capabilities to maximize their market awareness, collaborate with colleagues and counterparties and ensure rapid order execution.

Now, as trading firms migrate their networks and systems to Internet Protocol (IP) technologies, IP Trade enables them to extend the full benefit to their trading floors while unifying communications on and off the trading floor and across the enterprise. For the first time, all staff are on a single system with instant access to all colleagues as well as enterprise collaboration and productivity applications.

The Challenge

One of the challenges for trading floor IT managers has always been knitting together a web of systems and tools that streamline the traders' ability to efficiently monitor multiple information streams, make decisions and act quickly in stressful, time-sensitive situations.

In the past, traders have relied on standalone trading turret systems to optimize collaboration and performance. But, turrets have always been isolated from other communications platforms and difficult to integrate with productivity applications and information systems. This was tolerated when most trading was done over the phone and integration was either too costly, too difficult or did not matter.

However, as IT converges and connecting technology and information creates competitive advantage, this separation presents more and more of an obstacle to the collaboration that is vital to sharing information, making informed decisions and taking action.

Fulfilling the Potential of IP Technology

In 2005, IP Trade, a pioneer in the design of real-time collaboration software applications, changed all of this by developing the first scalable, highly available and extensible platform that unifies communications in single software-based architecture.

IP solutions promise many advantages over legacy technologies. At the infrastructure level, there is no longer a need to have separate networks for voice and data, and these platforms are software-based and so much easier to deploy, expand and manage.

In this highly adaptive environment, disparate communications and information silos need not exist. Legacy PBX systems and servers are transformed into a single intelligent network and integrated with critical information systems. When designed correctly, this means that collaboration both on and off the trading floor is seamless and the right information is delivered to the right person, in the right format, at the right time.

BANKS



BROKER DEALERS



COMMODITIES



FUND MANAGEMENT



HEDGE FUNDS

36.50	UNCH	-35.30	38.90	36.70	36.00	1,780,000	10/17/14
167.03	-82	-85.00	87.95	88.54	87.00	1,780,000	10/17/14
21.17	-87	+19.53	92.15	29.71	29.10	1,780,000	10/17/14
53.68	+18	-53.60	53.85	53.84	52.74	97,580,000	10/17/14
14.71	-26	-14.71	14.74	14.80	14.57	97,580,000	10/17/14
77.39	-18	-77.00	78.35	77.87	77.34	1,780,000	10/17/14
12.47	-65	-12.25	13.49	11.10	10.34	1,500,000	10/17/14
24.12	-73	-24.54	24.87	25.20	24.76	1,500,000	10/17/14
		-44.50	45.32	47.87	46.30	1,500,000	10/17/14

PROPRIETARY TRADING



Solution Overview

IP Trade has developed a high-performance session management communications and collaboration application as an integrated component of the enterprise IT environment. This ultra-reliable communications software, deployed in concert with the enterprise voice platform, modernizes and simplifies trading floor communications by combining advanced telephony, turrent and unified communications capabilities, in a single, scalable and flexible architecture, optimizing communications & collaboration on and off the trading floor. In essence, “one company, one system.”

The IP Trade application can reside anywhere on the customer data center and network environment as an extension of the enterprise voice platform and integrated with UC&C applications such as audio/video conferencing, presence and messaging. This means that all users can easily identify who is available, share lines, conference and communicate via voice, messaging or video with any user, anywhere and on any device.

And because the IP Trade solution is a standards-based software architecture that uses Session Initiation Protocol (SIP), it is extensible to multiple communications technologies and information systems (e.g. CRM applications). This facilitates streamlined workflow and all information sources are the traders’ fingertips, integrating corporate directories, databases, customer relationship management and productivity and collaboration applications already in use throughout the firm.

Solution Highlights

The IP Command high-capacity platform is designed to maximize situational awareness with the goal of improving decision processes and accelerating responsiveness.

Key Attributes include:

Item	Description
Capacity	Each trader can have up to 32 simultaneous media streams, access to 500 lines and 10,000 contacts on a single position
Ergonomics	The rich touch screen UI facilitates one-touch access to lines, features and functions with multiple input/output options and the ability to customize individual or group profiles and features
Awareness	The customizable UI enables traders to monitor, visualize and prioritize multiple incoming calls, audio stream, intercom and hoot n holler
Collaboration	Lines and channels can be shared with an unlimited number of colleagues with ad hoc conferencing, barge-in, individual and group speed dial directories and support for rich collaboration applications such as videoconferencing
Extensibility	Open architecture and API enable integration with other key systems and information repositories to create a unified communications architecture
Customization	Unique profiles and calling/contact schemes can be programmed for specific situations such as different trading shifts or market events

Summary

IP Trade can be an integral part of modernizing and improving your trading floor communications infrastructure, improving collaboration between trading, research, trade support, compliance and other teams while being simpler to deploy, manage and maintain.

Seamlessly integrate IP Trade on your existing IT computing infrastructure, with your chosen enterprise voice platform, leveraging assets, skills and policies, eliminating complexity while creating a single interoperable environment for unified communications & collaboration, CRM applications and corporate directories and databases.



About IP Trade

IP Trade is a pioneer in the design of advanced SIP (Session Initiation Protocol) communications and has established itself as a leading provider of ultra-reliable, high-capacity unified communications and collaboration (UC&C) solutions designed for environments where “always-on” instant communications capabilities are required.

IP Trade SA solutions are marketed under the IP Trade, IP Command brands and are used in a variety of industry sectors including: capital markets, commodities, government, healthcare, investment management, military, transportation and utilities. Applications include: Air traffic control, dispatch services, emergency services, financial trading, logistics, mission control, network operations, power transmission and public safety.

The company has its headquarters established in Belgium (Liege) and has offices in Asia, Europe and the USA and representation through partners in about 40 countries.

To learn more about IP Trade Solutions
Contact: info@iptrade-networks.com
or for more information
Visit: www.iptrade-networks.com



Belgium (Headquarters)

Liège Logistics,
Rue de l'Aéropostale, 8
4460 Grâce-Hollogne

Phone: + 32 4 364 04 69
info@iptrade-networks.com

IP Trade Offices

London

6th Floor, Becket House,
36 Old Jewry,
London, EC2R 8DD

Phone: + 44 203 178 4448
info-uk@iptrade-networks.com

Paris

19 Boulevard Malesherbes,
75008 Paris

Phone: +33 1 55 27 37 57
info@iptrade-networks.com

New York

1500 Broadway
Fifth Floor, Suite 505
New York, NY 10036

Phone: 888 844 8440
Fax: 212 361 0059
info-us@iptrade-networks.com

Frankfurt

Herriotstrasse 1,
60528 Frankfurt

Phone: +49 69 661 629 70
info@iptrade-networks.com

Hong Kong

Room 1102
Lee Garden One, 33 Hysan
Avenue, Causeway Bay,
Hong Kong

Phone: + 852 3959 8645
info@iptrade-networks.com

WWW.IPTRADE-NETWORKS.COM