



IP TradeTM

Solution Brief

THE HIGH-CAPACITY COMMUNICATIONS SOLUTION FOR TRADERS



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A part of **BT** 



Make sure your trading teams operate at peak efficiency with advanced communications and collaboration solutions from IP Trade.

Introduction

Traders are a major source of profits for financial services institutions, handling everything from executing customer orders to proprietary trading strategies. The research and decision-making that is fundamental to their success depends on a high-performance communications infrastructure that enables split-second communication and teamwork.

As global capital markets become more complex, seamless communication across the desk and the world is more important than ever. New applications incorporating the latest technologies can accelerate the flow of information and enhance collaboration, improving decision-making and customer service which can increase competitive advantage as well as profits.

The Changing Face of Finance

Wall Street has been in the midst of a revolution as trading firms fill their ranks with mathematics, technology and software experts to manage the financial models and automation that drive markets.

Now, alongside traders and salespeople, sit programmers and “quants” who are developing the trading strategies. These multi-dimensional teams are increasingly dispersed and mobile with varying collaboration needs which has, in turn, strained the fixed communications structures of the past to their limits.



Mandate to Modernize and Unify

Digital communications systems have traditionally been deployed in a separate, silo-oriented approach resulting in multiple systems installed side-by-side with limited flexibility and integration with enterprise collaboration tools. This has created a sprawl of proprietary networks and isolated systems that limit the ability to communicate across the organization.

Traders and IT staff have a jumble of systems that are nearing obsolescence. As collaboration needs evolve, there is a mandate to extend innovative communications capabilities to the trading floor and link them to the rest of the organization with intuitive real-time collaboration tools on a scalable, extensible and unified platform.

The Unified Trading Communications & Collaboration Architecture

The key building blocks in this unified architecture begin with an Internet Protocol-based network which serves to connect all staff irrespective of their role, location or device. Next comes the unified communications & collaboration infrastructure (the “PBX”), applications and endpoints providing the session-management capabilities and tools that form the basis of enterprise communications. Finally, a software defined trading communications application designed as a fully-integrated extension of the UC&C environment solution.

In this highly adaptive environment, disparate communications and information silos are eliminated so that real-time collaboration can occur with the right people, at the right time in any medium and on any device.

The entire solution behaves as one. A seamless, scalable and resilient communications architecture connecting everyone, everywhere and transforming the way financial trading enterprises interact with colleagues, customers and other market participants.

Figure 1.
A unified communications fabric for enhancing the flow of data, collaboration and decision-making



Solution Highlights

- **Unified Communications Architecture:** IP Trade is a software application that seamlessly integrates with the PBX call control, feature set, applications and endpoints
- **Standard IT Infrastructure:** IP Trade applications and endpoints support VoIP, data, and video on a single, scalable, converged network. This enables simple and rapid deployment in data centers and new locations by applying standardized practices and policies for the entire technology infrastructure
- **Flexible Deployment:** IP Trade can be deployed in diverse topologies including: premise-based, hosted, centralized or distributed, private cloud, industry standard unified computing hardware and virtual servers
- **Management & Maintenance:** IP Trade is simple to implement, manage and maintain. The application and user profiles can be managed and maintained from anywhere via browser-based GUI and are deployed on standard unified computing resources
- **Platform Maturity:** The IP Trade application was introduced in 2007 and is in its' seventh software release
- **Application Evolution:** IP Trade is a PBX-centric trading application leveraging the latest innovations in unified communications for the enterprise
- **Turret/IP Phone Transparency:** Sharing of lines, intercom and applications on all end points to support workflow, coverage and collaboration on and off the trading floor
- **Desktop Options:** IP Turret solutions support a variety of desktop telephony options including: IP Turrets and IP handsets, softphones and mobile devices
- **Enterprise Application Integration:** IP Trade's application is extensible to applications such as CRM, contact databases and corporate directories
- **UC&C Presence, Productivity Features:** IP Trade supports advanced UC features such as Instant Messaging, Chat, and Audio/Web Conferencing, Click-to-dial, Call History, Caller ID, Voicemail

Solution Elements

The key components of a high-performance trading architecture (see Figure 2) extend throughout the enterprise from the data center to the trading desk. These solutions are transforming customer infrastructure, networks and applications to meet the demand for increased speed, volume, efficiency and transparency in financial markets.

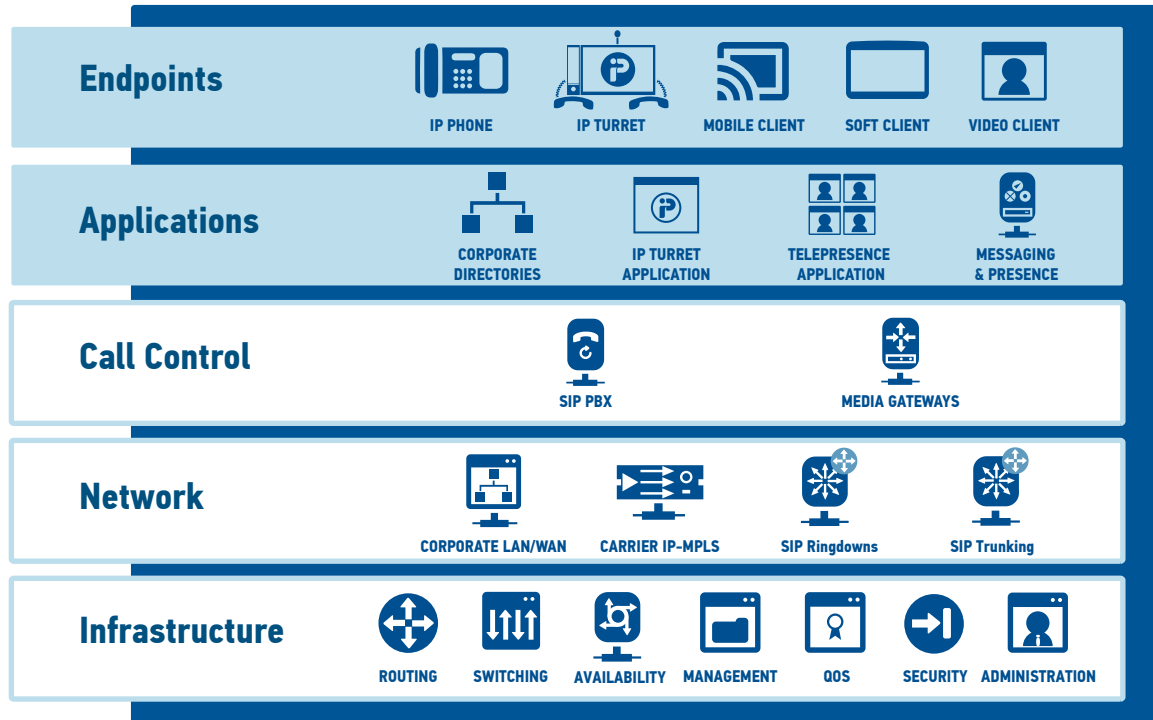


Figure 2. Communications Architecture for Financial Trading

Use Case

Picture a busy trading floor, the size of a football field at a large energy company or investment bank with rows of traders monitoring and keeping tabs on complex trading positions in energy (oil, gas, electricity) markets. They may be trading physical commodities or derivatives of the underlying commodity or both. Traders must respond quickly to changes in market dynamics and identify and interpret news and trends that will influence the direction of the market. Managing risk involves complicated models and critical thinking so traders must be able to make decisions and communicate and collaborate quickly and clearly.

Energy traders often have up to eight computer monitors, several keyboards, dozens of direct lines, hundreds of speed dials and multiple audio/video streams playing out of a “squawk box.”

They use a variety of devices and contact directories to initiate contact with colleagues, market makers, customers, exchanges and other traders while monitoring and tracking market movements.

Although these traders essentially work alone – monitoring market data, current events, weather trends and other data while making phone calls and trying to figure out where the market is going -- they have to be able to communicate well with others on their trading team as well as market participants like brokers, research analysts, risk managers and company executives. These other members often provide valuable information such as analysis or data about supply and demand.





CASE STUDY

Company

- South America-based financial services institution serving customers worldwide
- Top 10 FSI in the world by market capitalization
- \$60B in annual revenues
- 100,000 employees operating in more than 20 countries

Business

The company provides a range of financial services to both institutional and retail customers in banking, investment banking, private equity, asset management, private banking, insurance & retail banking

Challenge

To deploy a scalable, global IP infrastructure and iteratively replace multiple legacy trading floor communication systems while leveraging their investment in advanced borderless networking and unified communications & collaboration capabilities.

Solution

Deployed IP Trade's software-defined trading application in the bank's private computing cloud leveraging their PBX/UC call control platform already installed in all global offices. The bank was able to do pilot testing in their pre-production lab and initially rollout the system to several small branch offices to ensure conformance to corporate standards and user satisfaction. Over the next 18 months the bank will replace more than 400 legacy trading turret positions in more than 10 offices.



Figure 3.
IP Turret Unified Communicator Portfolio

CONCLUSION

In the 21st century, financial traders and the IT teams that support them can no longer afford the “separate and special” approach to trading turret platforms.

Now there is an alternative. By leveraging existing PBX call control and unified communications & collaboration applications, IP Trade has delivered a solution that has finally brought voice trading into mainstream IT, while increasing productivity, reducing costs and eliminating complexity.



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
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