Implementing a SaaS Cloud Strategy: A CIO Priority

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White paper
How Cloud-based SaaS can bring higher value in digital transformation for Financial Markets

While the financial services industry has traditionally been at the forefront of technological change, until recently it was cautious about embracing the cloud. Questions of trust, quality of providers, certifications, process, and teams dedicated to serve customers contributed to murky cloud adoption. But as CIO roles drastically shift from operating IT to strategic IT alignment with digital transformation and overall business goals of the entire enterprise, moving to the cloud has become a priority.

A cloud-first strategy means financial market participants can better manage their economics, easily migrate from unnecessarily complex and aging legacy systems, increase mobility and agility, improve operational efficiencies, and most importantly, focus on business outcomes instead of worrying about IT.

It’s no wonder then that cloud revenues are poised to reach $411 billion by 2020 — nearly twice as much as in 2016, according to research conducted by Gartner.1

The new Unigy® 360 service represents IPC’s major investment in bringing to market a cloud-based software-as-a-service (SaaS) solution designed to address the specific needs of regulated financial market users. Institutional investors, asset managers, hedge funds, market makers, broker-dealers, and other participants in the financial ecosystem that make up our customer community are enthusiastic about our offering, and we want to share why and how they are transitioning from cloud-concerned to cloud-first.
1. **SaaS-based cloud addresses the business challenges CIOs, IT directors, and owners face.**

- **Financial performance** – Rather than focusing on gaining efficiencies and contributing savings to the bottom-line of a P&L statement, the actual question is how CIOs can help build, enable, and implement new digital use cases that lead to top-line revenue growth. Cloud-based SaaS platforms minimize the need for internal IT projects, allowing IT resources to be redirected and invested in other higher value digital transformation initiatives. In addition, organizations benefit from an improved total cost of ownership (TCO).

- **Risk reduction** – With cybersecurity being a growing issue, it’s critical that businesses can maximize security but also manage IT in a way that minimizes downtime or poor performance, and allows them to swiftly deploy IT projects or apps. A hybrid delivery model combines a SaaS-based at a Cloud Service Provider (CSP) application with the primary customer locations connected via a private network to the CSP. This ensures customers have service guarantees and visibility for their primary locations as well as hardened security. IPC has created Connexus Cloud Connect as a way to extend private network delivery to Cloud Service Providers. This gives customers more control over the user experience, operational visibility and most importantly, a Service Level Assurance (SLA) for uptime, availability, latency and guaranteed bandwidth.

- **Business alignment** – The pace and requirements of business today necessitates faster integration of newly merged companies, speedier time-to-market, and faster deployment in emerging markets. Cloud SaaS can help make IT flexible and much more adaptable by turning it into something that’s delivered or used on-demand, when it’s needed, and “as a service.”

2. **Infrastructure models vary, just as business needs do.**

Why choose one platform over another? With IT infrastructure becoming more and more of a commodity, CIOs will be shifting their attention toward brokering services that enable them to plan, procure, and orchestrate cloud services from multiple vendors across hybrid clouds from a single pane of glass.

3. **Align the business benefits cloud SaaS delivers with business needs**

- “Pay-per-use”
- Scalability (number of users, geographies, computing power...)
- Instant provisioning
- Resource optimization
- Cost reduction
- Energy savings
4. Components of trust in the cloud: security, data care, certifications and services

- **Security**: the emergence of cyber risks is a potentially mortal threat for all capital market participants and users. **As political instability grows, managing cyber risk is vital.** It will not only be a matter of national security, but also “one of the greatest risks facing free and fair capital markets”.

  With this concerning trend, financial firms need to trust that a third party is unquestionably secure and its data will be protected.

- **Data**: data protection, security and reliability are paramount for IPC and its customers particularly as more and more markets emerge, additional connectivity is created, the number of market participants grows and the deluge of data that must be retained continues. Our daily conversations with customers reinforce the belief that the understanding of this data management is vital and we care about it.

- **ISO certifications and SAS 70 audits**: IPC continually invests in renewing and expanding its range of ISO certifications and SAS 70 audits because they reaffirm that our management systems, infrastructure and professional services are of the highest quality globally.

- **Comprehensive and clearly structured services**: For services provided by third parties, it is essential to understand and have clarity around how the services are managed, the quality of service provided, the processes in place, and how responsibilities are shared between supplier and customer. And finally, let’s not underestimate the impact moving to cloud can have on your network (where services are outsourced to a third party and accessed via the internet or your VPN).
5. How IPC can help you with your cloud strategy and operations

We know these factors are essential to make a cloud strategy work. IPC commits to SLA’s to ensure you will consistently benefit from the latest technologies, the most secure solutions, and the highest quality of service.

This is why IPC introduces Unigy 360 – a software as a service communications solutions for firm of all sizes. Unigy 360 is scalable, delivered on-demand and able to respond to your business needs as they continue to evolve and grow. Unigy 360 delivers the advantages of IPC’s industry-leading Unigy platform for unified communications and applications coupled with the simplicity and scalability of a cloud-based solution. Unigy 360 is the essential communications solution that can provide secure and reliable connections to your counterparties and the IPC financial markets community. User functionality can be tailored to individual user workflow to drive productivity. With a communications-as-a-service solution your firm can:

Work and communicate efficiently
- One directory and community access
- Advanced collaboration features
- Voice quality management
- Compliance with archiving, surveillance, communications policies
- Mobility and free seating

Develop your data and business intelligence
- Automation of order management
- Voice and data archiving
- Mobile recording with store and forward
- Pristine audio for speech to text
- Workflow automation (order validation, order management, execution)
- Data surveillance and analytics

Increase your service uptime
- BCP
- End-to-end user service quality monitoring
- Proactive maintenance actions
- Very strict patch and software version management
- HA multi-tenant cloud infrastructure

Control your TCO
- All-included user-level pricing for better budget control
- Pay-as-you-consume model with various user profiles

For more information please visit: www.ipc.com
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Notes and references:


About the Author

Patrick is a Marketing professional that brings a wealth of communications knowledge and experience to the role, to support the company’s strategic goals.

Prior to joining IPC Systems, Patrick was VP Marketing Communications at Etrali / Orange Business Services.

Before that, he was Board Account Director at advertising agency Saatchi & Saatchi, providing strategic support and management on clients including Société Générale and the Rugby World Cup 2007 campaign. While at Saatchi & Saatchi he supported B2B and B2C brands in their marketing and advertising development, helping them to meet operational targets.

Patrick has also held senior communications positions at Adidas, Euro-RSCG, Publicis Conseil and Young & Rubicam. He holds a D.E.S.S diploma in brand communication and marketing, and has a degree in advanced studies in information sciences and communication from CELSA, the French communication and journalism school.

About IPC

IPC is a technology and service leader that powers financial markets globally. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With customers first and always, we collaborate with each to understand their individual needs to help make them secure, productive and compliant within our connected community. Through service excellence, long-developed expertise and a focus on innovation and community, we provide agile and efficient ways for our customers to accelerate their ability to adapt to the ever-changing requirements for advanced data networks, compliance and collaboration with all counter-parties across the financial markets.

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