

The IPC logo consists of the letters "IPC" in a bold, white, sans-serif font. A white horizontal line is positioned below the letters, starting from the left and extending under the "I" and "P". The logo is set against a dark blue background that features a large, semi-transparent white circle on the left side and a grid of lighter blue squares on the right side.

**IPC**

The background of the right side of the slide is a composite image. It features a large, semi-transparent globe of the Earth in shades of blue and green. Behind the globe, there is a blurred cityscape with tall buildings and windows, suggesting a financial or urban environment. The overall color palette is dominated by blues and greens, with a soft, hazy atmosphere.

**Optimize Your Opportunities**  
*with Apps for Capital Markets*

**APP** IPC  
AFFINITY  
PARTNER  
PROGRAM



## BENEFITS FOR OUR TECHNOLOGY DEVELOPMENT PARTNERS

- *Access to Financial Markets for Your Applications and Services* – IPC has relationships with a wide range of Capital Markets customers around the globe, including the top global banks, hedge funds and other major financial institutions in the world's top 200 financial markets.
- *Global Reach for Selling, Support and Maintenance* – leverage IPC's sales channels and support and maintenance models, to provide global reach for your solutions today, rather than tomorrow.
- *Increased Exposure for Your Products and Brand* – with IPC's extensive marketing support for promotion of your development initiatives and new applications.
- *Lower Investment of Time and Support* – with access to a broad range of development support services, including third party developer training and technical resources for approved platforms, as well as certification testing and evaluation support.
- *Access to Industry Expertise and Innovation* – engage with a proven market leader that's 100 percent focused on the trading communications industry. IPC's high-level APIs are easy to write to, and dedicated IPC teams offer expertise to help your development efforts.
- *Improved Competitiveness of Your Products* – facilitate interoperability by working with any vendor and any system within the enterprise to increase application functionality.

## BENEFITS FOR IPC CUSTOMERS AND THEIR VENDOR PARTNERS

- *Simplify Innovation* – Affinity Partners have a simplified tool set that allows them to build applications almost as quickly as they can dream them up. Allows IPC customers to stay ahead of the competition.
- *APIs and Extensive Developer Support* – access to the APIs and dedicated teams with expertise to help your development efforts. Plus access to third party developer training and technical resources for approved platforms, as well as certification testing and evaluation support.
- *Access to Innovative Apps* – like having an apps store for Unigy and other beneficial applications for trading communications.
- *No Investment in More Resources* – you and your development team already have the skill sets needed to work in our open-standards, SOA-based environment; it's that easy to use and promotes a faster time to market for your apps.
- *Partner-friendly Environment* – bring technology development partners you currently work with since you have the autonomy to develop apps the way you want.

**INNOVATION**  
*comes easier with IPC –  
partner with us.*



# IPC OFFICES

## *Around the World!*

IPC Systems offers high and low touch trading communications solutions to the global financial trading community including the top investment banks, hedge funds and investment managers in established and emerging markets. With 100% focus on this sector and nearly 40 years of expertise and an unrivaled record of innovation, IPC provides customers with unified solutions that support collaborative voice trading and real-time electronic trading and market data connectivity.

IPC's market-leading offerings include the first unified communications/application platform, award-winning hard and soft turrets, electronic connectivity services including enhanced voice services, business continuity solutions, and follow-the-sun service and support. IPC's global reach extends to more than 58 countries – including a Financial Extranet of 4,000 on-net locations in over 700 cities and more than 115,000 turrets deployed worldwide. Headquartered in Jersey City, New Jersey, IPC has approximately 1,000 employees located throughout the Americas and the EMEA and Asia-Pacific regions. For more information, visit [www.ipc.com](http://www.ipc.com)

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INNOVATION IN  
TRADING COMMUNICATION

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#### GLOBAL OFFICES:

**North America:** Jersey City, NJ (Corporate Headquarters); Alpharetta, GA; Boston, MA; Charlotte, NC; Chicago, IL; Conshohocken, PA; Fairfield, CT; Houston, TX; Los Angeles, CA; New York, NY; San Francisco, CA; Toronto, Canada; Westbrook, CT; Murray Hill, NJ

**EMEA:** London (Main Office); Frankfurt; Milan; Paris; Zürich

**Asia Pacific:** Hong Kong (Main Office); Beijing; Jakarta; Kuala Lumpur; Melbourne; Mumbai; Seoul; Shanghai; Singapore; Sydney; Taipei; Tokyo