

Connexus Unigy® Q&A

01

What is Connexus Unigy?

02

Why has IPC developed Connexus Unigy?

03

How is Connexus Unigy different from other cloud communications solutions in the market?

04

How does Connexus Unigy work?

05

How can Connexus Unigy benefit users?

06

What are the Unigy Soft Client and Unigy Mobile Client applications?



Connexus Unigy is a **dedicated private cloud delivery of the industry's leading platform which facilitates compliant trader and regulated user communications, enterprise ecosystem integration**, high touch and low touch enablement.

Connexus Unigy is a holistic approach to Trader Voice, Network Connectivity and Business Continuity that leverages all of IPC's strengths and core competencies into a managed, fully resilient, secure cloud-based SaaS solution.

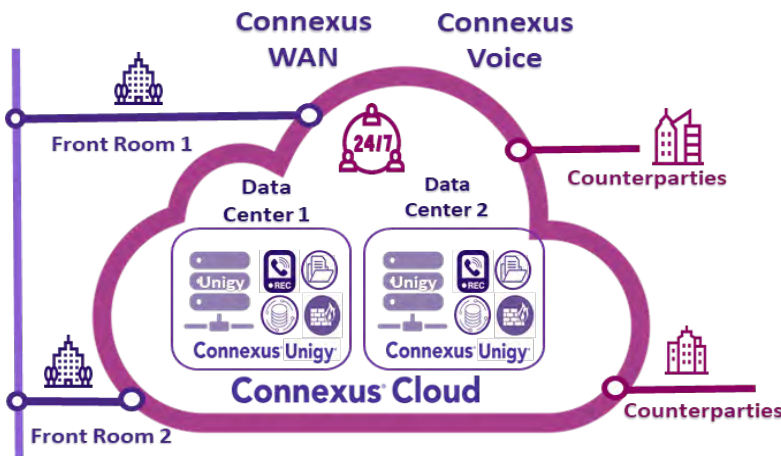
Engineered to deliver ongoing innovation, better economics with lower Total Cost of Ownership (TCO), and powerful new capabilities for global financial market participants, Connexus Unigy offers the advantages of IPC's industry-leading Unigy® platform for unified communications and applications in a dedicated environment but with the simplicity and scalability of a cloud-based solution.

The solution also includes the **Unigy Soft Client and Unigy Mobile Client applications**, which are designed to provide reliable, secure, and "anytime, anywhere, any device" access to counterparties, liquidity sources, and trade lifecycle services.



Market participants that implement Connexus Unigy become part of one of the world's largest and most diverse financial ecosystems comprised of buy-side firms, sell-side firms, inter-dealer brokers, listed and OTC liquidity venues, trade lifecycle service providers, market data vendors, and clearing/settlement firms. All regulated users in a firm, including traders, researchers, portfolio managers, risk managers, compliance professionals, technologists, settlement personnel, and operations staff, can leverage Connexus Unigy for mission-critical external communications and internal workflows. Our clients include the top 50 global banks, many of the largest investment management and asset management firms, and hedge funds.

Our clients include the top **50** global banks





Prior to Covid-19, many firms had been exploring SaaS solutions for enterprise applications. Customers recognized the power and value of a subscription model which delivered services and SLAs rather than purchasing a system and the associated burden of its ownership.

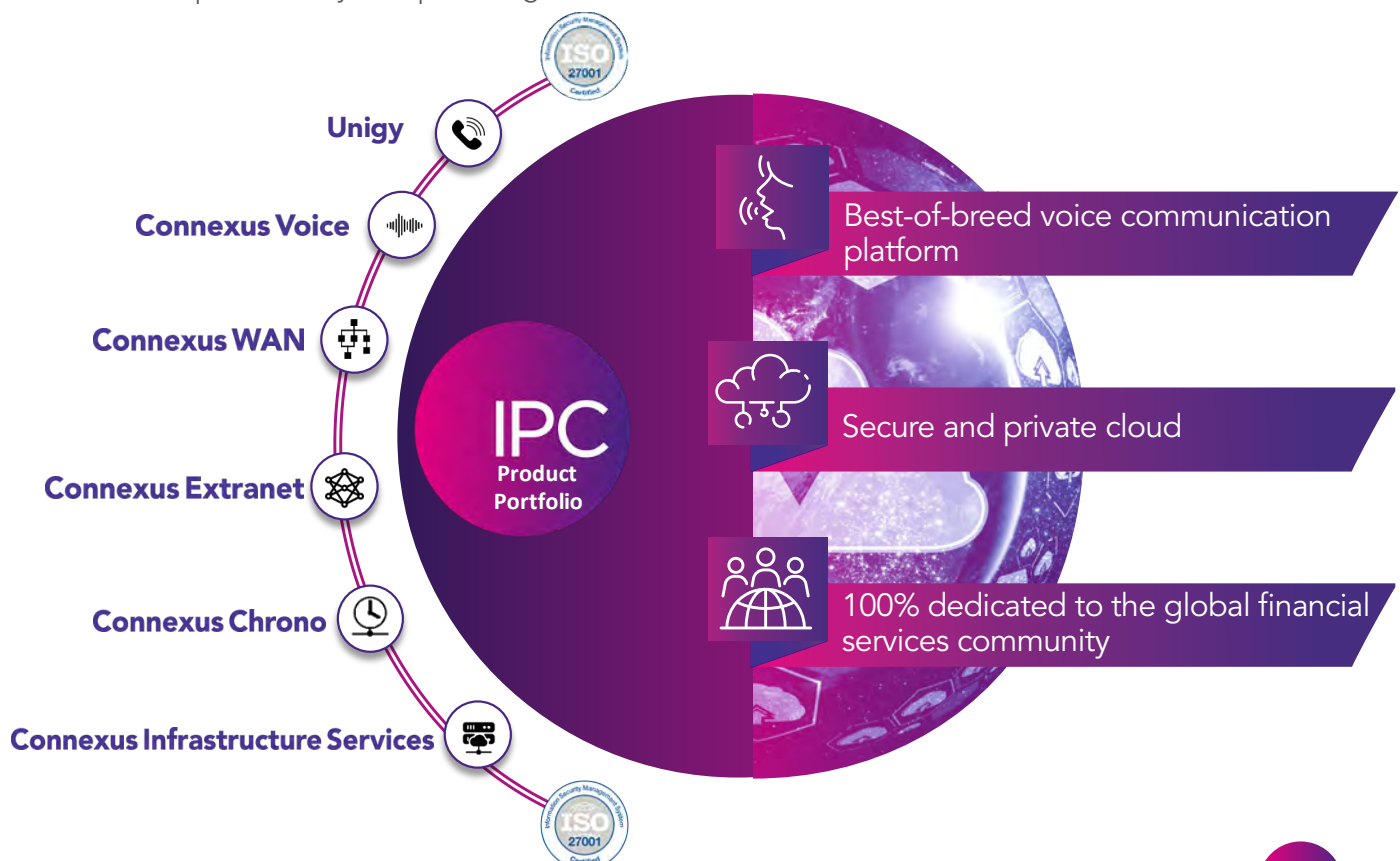


As Covid-19 changed all of our lives, interest in this type of solution grew significantly. Our **customers are looking for increased ROI, lower TCO and the flexibility that only a SaaS offering can provide.**

Additionally, **customers are demanding ongoing value.** The solution must be continually updated and improved to keep pace with today's volatile markets. Anytime, anywhere access is now an expectation, not an option. All this needs to be wrapped in a highly personalized service with on-demand access to the resources and counterparties our customers value the most. But customers still require security, compliance, governance

and oversight. All integrations, workflows and processes must be consistent, especially the trader's continuity of experience that can only be provided by a private, dedicated SaaS service.

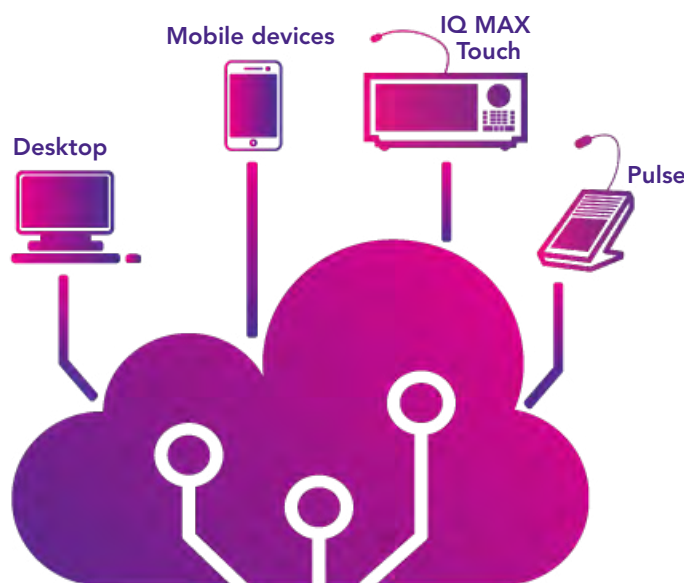
IPC is in a unique position as we already have the best-of-breed voice communication platform - Unigy, as well as the only secure and private cloud fully dedicated to the global financial services community - Connexus® Cloud. By leveraging both flagship solutions, IPC is able to offer a SaaS platform that is unparalleled in our market. **That is why IPC created Connexus Unigy!**



03



All communications and services are delivered securely via IPC's Cloud Services and the Connexus Unigy platform. **Connexus Unigy enables the exact same voice communications workflows used by traders and other regulated users on their physical devices but extends and enhances those capabilities across to the user's desktop, tablet, and mobile devices.** Integration to 3rd party multimedia communications platforms such as IM allows users to connect with all other participants in IPC's global ecosystem. An intuitive, unified single interface conveniently offers hoot, dial tone, private wire, and intercom workflows traditionally only possible via hardware devices.

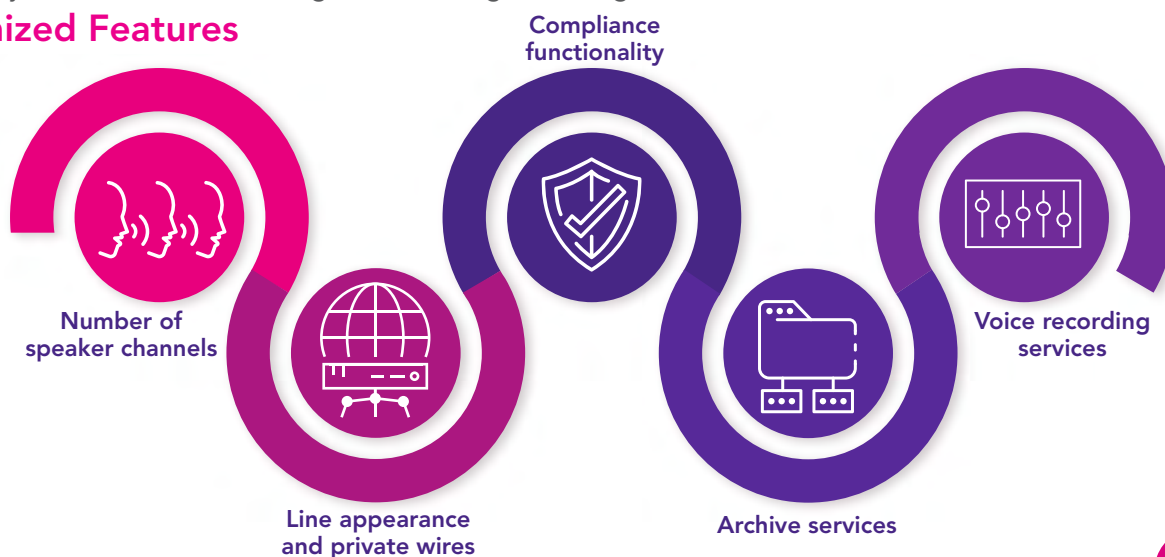


04



Connexus Unigy leverages the industry's only secure private cloud that is 100% dedicated to the financial markets. **It supports multiple profiles that can be tailored with the features and applications relevant for a firm's individual users and their workflows.** This negates the need for a one-size-fits-all model and allows customers to right-size their purchase for the specific needs of their end users. These features include customization of common capabilities like number of speaker channels, line appearance and private wires, along with compliance functionality, such as voice recording and archiving for all regulated users.

Customized Features



05



Connexus Unigy is customizable, on demand, and cost-effective. It also offers inherent Business Continuity Planning (BCP) for peace of mind. Connexus Unigy also provides access to IPC's award-winning endpoints that help streamline everyday tasks for the trading community.

IQ/MAX® Touch

IPC's most advanced financial terminal with an intuitive touch screen interface to speed up every aspect of voice communications



Unigy® Pulse

IPC's collaboration tool for middle and back office personnel providing instantaneous and seamless access to hoot and intercom



Financial organizations are under growing pressure to remain compliant while also having always on, seamless communications that enable them to conduct business without interruption or delay, wherever they are located and on any device. Tighter regulations, emerging markets, and competitive pressures mean they need to work smarter and faster, with minimal overhead. To ensure trader interactions are quick, reliable, secure, and transparent, more and more financial institutions

are embracing cloud based models for infrastructure flexibility. **Connexus Unigy offers instant scalability** that allows firms **to add / remove services and users when and where they need them on a single platform**, with no large up-front investment of resources and costs. The solution provides rapid time-to-market with no lengthy installation or deployment process to enable our customers with the competitive edge they seek.

06



Business communications now need to happen from anywhere and at any time. The trading environment has changed and firms are increasingly faced with managing communications across mobile phones, tablets and laptops as well as traditional fixed lines and desktops.

Both the **Unigy Soft Client and Unigy Mobile Client** can unify a firm's communication channels for all regulated users, supporting collaboration and efficiency across the financial community while ensuring compliance and reliability. Their intuitive and feature-rich user interfaces bring near parity with IPC's physical endpoints while extending and enhancing capabilities onto an individual's desktop, tablet or smartphone. With Connexus Unigy, **users have compliant mobile access to all internal and external counterparties wherever and whenever they need to connect.**

Unigy Soft Client



Unigy Mobile Client

*Available for iOS & Android



About the Author

As IPC's **Chief Commercial Officer, David Brown** is responsible for the global sales, marketing, customer support and customer relationship teams as well as the firm's global network services business. Over the course of a long and illustrious career with IPC, David has contributed substantially to the company's growth and has served in a multitude of executive management roles including, most recently, as Chief Operating Officer. In this position, he was responsible for global product management, research and development, operations and support, leading significant, complex integration initiatives.



Prior to that he was Senior Vice President and Managing Director of IPC's Financial Markets Network where he managed all aspects of the Global Network Services business, including worldwide sales and marketing, engineering, product management, network operations and customer support. David has also managed IPC's global trading communications solutions operations, corporate information technology and business operations. He has led multiple successful network acquisition and integration projects.

Global offices



North America

Jersey City, NJ
Alpharetta, GA
Bensalem, PA
Boston, MA
Chicago, IL
Fairfield, CT
Houston, TX
Los Angeles, CA
New York, NY
San Francisco, CA
Toronto, ON

EMEA

London
Frankfurt
Geneva
Madrid
Milan
Moscow
Paris
Zürich

Asia Pacific

Hong Kong
Beijing
Kuala Lumpur
Mumbai
Seoul
Shanghai
Singapore
Sydney
Tokyo

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.

www.ipc.com

Contact Us

Americas

Harborside Financial Plz.
10 3 2nd Street, 15th Floor
Jersey City, NJ 07302
USA
T +1.201.253.2000

EMEA

40 Bank Street, 11th floor
London E14 5NR
United Kingdom
T +44.(0)20.7979.7200

Asia Pacific

28/F, Berkshire House
Taikoo Place, 25 Westlands Road
Quarry Bay Hong Kong Island
Hong Kong S.A.R.,
China
T +852.2899.8088