

# Customer Success Story



## Santander Argentina's Trading Floor Case Study

IPC and Macrotel S.A. enhance Santander Argentina's legacy trading floor technology with the award-winning Unigy® platform featuring the next-generation IQ/Max Touch financial terminal for interruption-free connectivity and industry-leading Soft Client for remote capabilities.

### Customer:

Serving more than four million customers, Santander Argentina is one of the leading trading and transactional banks in the country and the largest privately owned bank in terms of the loan and deposit volumes.

### Challenge:

Transforming legacy trading infrastructure during a global pandemic (and with minimal operational disruption) to create a state-of-the-art trading floor.

### Solution:

IPC, in partnership with Macrotel S.A., significantly enhanced Santander Argentina's trading capabilities in Buenos Aires by introducing IPC's Unigy Soft Client and IQ/Max Touch financial terminal.

### Benefits:

- Substantial reduction in infrastructure maintenance costs.
- State-of-the-art touch screen technology driving more effective trading communication.
- Increased trading productivity from more and better metrics.
- Significantly enhanced voice recording security and reliability.

### CHALLENGE

Santander Argentina is a Buenos Aires-based commercial bank and financial services company. It is the third largest bank in Argentina and the largest privately owned bank in the country. As a leading player in Argentina's financial markets with a commitment to driving greater operational efficiency – and superior customer service – through digital transformation, the bank was looking to enhance its trading functionality with state-of-the-art communications technology and voice recording capabilities.

To achieve a seamless and efficient platform upgrade with zero disruption to 'business as usual' operations and ease of migration to the new platform, IPC partnered with Macrotel S.A., a leading systems integrator in Argentina. As an added challenge to IPC, the technology upgrade had to be carried out within the constraints of a global pandemic and without compromising Santander Argentina's complex compliance requirements and security standards.

### SOLUTION

Macrotel deployed IPC's Unigy Soft Client and IQ/Max Touch financial terminal in Santander Argentina's primary Buenos Aires site, with service redundancy/resilience delivered through simultaneous implementation of corresponding disaster recovery processes at the bank's secondary operations facilities.

Solution implementation was scheduled to minimize operational disruption, with rigorous testing of all new integrations with Santander Argentina's internal PBX systems and external connections to effect and ensure a smooth transition. In addition, while Unigy's intuitive interface typically requires little or no training for end users, Macrotel did provide remote training as part of the solution implementation since face-to-face training was not possible due to the pandemic.



## CUSTOMER SUCCESS STORY

# RESULTS

### BENEFITS

A key outcome of this successful deployment of leading-edge communications technology was a significant increase in the security and reliability of Santander Argentina's voice recording capabilities: the new 2N architecture.

Further, new system applications and communication functionality meant that traders also benefit from efficiencies by simplifying day-to-day operational processes and greater productivity from access to new and better trading metrics.

IQ/Max Touch, IPC's next-generation financial terminal, offers traders and risk managers controls and capabilities that facilitate trading, improve the distribution of speaker channels and support seamless compliance. Transmitted via PoE (Power over Ethernet), the IQ/Max Touch financial terminal ensures no connectivity disruptions.

IPC's Unigy Soft Client gives traders the freedom and flexibility of mobile access to support trading activity from any 'remote' location, device, and application. While a particularly key feature during the pandemic, it is also an enormous benefit to traders and other Santander Argentina's employees to respond effectively at times of market stress and volatility.

Additionally, enhanced bandwidth efficiency and optimized LAN/WAN usage enable Santander Argentina to save infrastructure maintenance costs significantly.



## MACROTEL SPOTLIGHT

Macrotel delivers innovative technology solutions to financial and telecommunication markets. Based in Argentina, Macrotel's comprehensive turnkey solutions address all stages in implementing state-of-the-art "Trading Rooms," including providing equipment and software, installation, programming, staff training, and after-sales service.

In addition, in Argentina, Macrotel partners with IPC Systems specifically to implement IQ/Max Touch, IPC's intuitive, software-driven, flexible, and extensible secure communications technology delivered through its market-leading Unigy platform.

For more information, visit [www.macrotel.com.ar](http://www.macrotel.com.ar)

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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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