

# Use Case



## Leading Global Inter-Dealer Broker Success Story

IPC upgraded a leading global inter-dealer broker to a fully customized and managed unified electronic trading and voice communications solution, migrating all services to the multi-award winning Connexus Cloud financial ecosystem and Unigy platform

### Quick Facts

#### CUSTOMER:

Leading global inter-dealer broker providing a wide range of trading services and access to more than 300 diverse and complex financial products

#### CHALLENGE:

The firm needed to upgrade their electronic trading and voice communications infrastructure and wanted to consolidate their multiple networks with a single provider for a best-of-breed unified data and voice delivery

#### SOLUTION:

Expanding on the existing trader voice relationship IPC delivered a customized and managed unified electronic trading and voice communications solution powered by the award-winning Connexus Cloud financial ecosystem and Unigy platform. IPC also upgraded the end-user trading floor technology through the deployment of the next-generation IQ/MAX Touch financial terminal

#### BENEFITS:

The unified single source solution enabled:

#### Time and Cost Savings

- Significantly reduced infrastructure management requirements with a single source managed service supplier

“ The single source supplier approach has enabled us to ensure the best-of-breed underlying carriers and technologies, for our highly secure global trading infrastructure while still being delivered as end-to-end managed connectivity. ”

#### CHALLENGE

This leading global inter-dealer broker provides a wide range of services including trade execution and broker-dealer services, offering access to more than 300 diverse and complex financial products across all asset classes. They have a broad customer base which includes the vast majority of the world's largest dealer banks, universal banks, broker-dealers, prime brokers, investment banks and trading firms.

Of importance is their expertise in trading large quantities of non-standardized, heterogeneous, and illiquid products – including fixed income, currencies, commodities, equities and their derivatives.

While they recognized that their communication infrastructure was a key element of their market position, it was not part of their core proposition and they wanted to focus on generating returns for clients and not on managing multiple service providers.

As a pre-existing client of IPC's Trader Voice connectivity services and already key part of the IPC global financial ecosystem, the client wanted to consolidate their network vendors and service providers and create a more robust communications delivery mechanism. At the same time driving business and operational efficiencies by removing the time and resource implications of managing multiple services was vital.

They were also keen to capitalize on IPC's electronic trading services to improve their access to market data providers, trade lifecycle service providers and liquidity pools in equity markets across the globe.

Flexibility was a major driver, with the need to quickly adjust services in response to unforeseen and extreme changes in business and market conditions, and to accommodate growth and geographical expansion.

#### SOLUTION

The client chose IPC as a partner to deliver an end-to-end managed communications platform exclusively focused on serving the financial markets.

IPC consolidated the client's network service providers and delivered a customized and fully managed unified communications solution using its industry leading **Unigy** platform and **Connexus Cloud** financial ecosystem.

### Improved time to market

- Delivered flexibility and scalability to support evolving business needs through easy access change management capabilities

### Upgraded client services

- Provided direct 24X7 world-class follow-the-sun service with bespoke monitoring tools and rapid response times

### Enhanced global reach

- Expanded on-demand access to the diverse IPC ecosystem of global counterparties

The process involved supplier novation and migration of all non-IPC provided services to IPC's Connexus Cloud financial ecosystem. The approach enabled the client to utilize best-of-breed underlying carriers and technologies and benefit from a highly secure global trading infrastructure with end-to-end managed connectivity via a single provider.

Connexus Cloud delivered electronic connectivity to liquidity venues, market data providers and trade lifecycle services to support the client's trading decisions in a reliable, secure and compliant manner. IPC's extensive voice trading ecosystem also provided access to diverse global counterparties.

After the initial phase of project implementation was complete, IPC installed its next generation **IQ/Max Touch** financial terminal on the trading floor to replace the client's legacy system, bringing all their voice trading infrastructure under IPC as the single source supplier.

## Use case Results

### BENEFITS

**Fully Managed** – Consolidating the previously fragmented network and service providers into IPC's managed platform significantly reduced time spent on vendor management, improved efficiencies across the business and resulted in considerable cost savings.

**Single Source** – Managed end-to-end by a single source supplier, the client selects the 'best-of-breed' underlying carriers and technologies to provide a highly secure and technologically advanced trading infrastructure.

**Flexible and Scalable** – Unigy and Connexus Cloud are highly flexible and scalable, providing easy access to a single point change management feature which enables the client to manage evolving business requirements, respond to unforeseen changes in conditions and adapt to demands for new services.

**24/7 Support** – Underpinned by world-class follow-the-sun service, IPC's fully managed unified electronic trading and voice communication solution provides a reliable global network support system. Utilizing specialized OSS and monitoring tools, the service function rapidly responds to prevent issues and easily fix any that do arise.

**Resilient and Compliant** – Purpose-built exclusively for the financial markets, the Unigy platform is fully compliant and designed to be wholly resilient in unpredictable trading environments.

**Connectivity** – Connexus Cloud provides direct, on-demand connectivity to the global ecosystem of available counterparties from a single source, allowing traders to analyze investments, source liquidity and execute trades across multiple geographies and time zones.



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.

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