

# Case Study



## Trading Firm Case Study

IPC deploys next-generation unified communications solutions including **Connexus Unigy Express, Unigy Soft Client, Unigy Mobile Client and IQ/MAX Touch** to enable high-touch trading for a newly established German global macro trading firm. Providing access to specialist market participants - from any location, on any device and at any time.

### Quick Facts

#### CUSTOMER:

A new global macro trading firm based in Germany

#### CHALLENGE:

The firm was looking for a solution that could provide **comprehensive cloud-based-trading communications features** for a specialist group of traders that would also **support location mobility**

The solution had to:

- Ensure business continuity
- Scale with the business
- Require minimal IT support
- Have little-to-no upfront investment
- Deliver an overall low TCO

#### SOLUTION:

**Connexus Unigy Express, the Unigy Soft Client and IQ/MAX Touch** were implemented for ten trader positions.

The **Unigy Mobile Client** was also adopted by two of those users, with the option to widen to more users in the future.

The comprehensive trading solution was built on IPC's most formidable assets:

- Large and diverse financial ecosystem
- Flagship solutions – Unigy and Connexus Cloud
- Strategic partnerships
- Innovative capabilities



...IPC's industry-leading solutions were a clear choice, as no other provider could offer such a comprehensive cloud-communications product, with considerable counterparty and ecosystem access, to a trading team of our size



#### CHALLENGE

A recently established German trading firm, specializing in global macro trading strategies and employing fundamental analysis principles, required comprehensive trading market access capabilities for their team of traders.

Crucially, the firm needed to connect with counterparties, liquidity and trade lifecycle services across the globe. The trading of niche products - illiquid, heterogenous and non-standardized- required a specialist cloud-based trading communications strategy.

The firm requested a solution that delivered low total cost of ownership and the ability to scale with business growth - to support location agility and versatility, maintain business continuity and protect against market volatility failures. They also required technology efficiency with minimum in-house IT management and support.

The solution had to support interoperability between devices to enable the traders to effortlessly switch between a desktop client and trading turrets.

#### SOLUTION

IPC deployed a performance-engineered high-touch trading communications solution with global reach to support the firm's need to generate alpha, mitigate risk and source liquidity

The unified communications solution included IPC's industry-leading solutions - **Connexus Unigy Express, Unigy Soft Client, Unigy Mobile Client and IQ/Max Touch Financial Terminal.**

Bringing the full functionality of IPC's award-winning Connexus Unigy platform to their trading desk, the Connexus Unigy Express solution was implemented to support 10 trader positions and associated regulated users. Two of these traders also accessed the **Unigy Mobile Client**, with further positions being planned for the future.

Through the Unigy Soft Client and its connection to the IQ/MAX Touch financial terminal, traders and regulated users were able to engage in communications through their desktop regardless of their location.

Additionally, the Unigy Mobile Client provided remote working capabilities, enabling

## BENEFITS:

### Connexus Unigy Express offers:

- The ability to be flexible and adapt, scaling up as the business develops and grows.
- Anytime, anywhere, any device capabilities that supports trading requirements across multiple time zones and markets, and increases productivity
- Evergreen trading technology that provides constantly up-to-date infrastructure and instant access to new functionality with a global 24/7 support function and minimal maintenance required.
- Predictable costs and an overall compelling TCO through the SaaS model.

*"The solution met all the firms needs and offered superior features and benefits compared to every other solution that they evaluated"*

them to trade **"anytime, anywhere, from any device"**. While working from home, traders were empowered to access a wider range of markets across multiple geographies and time-zones.

The solution also included access to 3rd party applications - deployed by partners who leverage the **IPC Agility** platform to create digital transformation in high-touch trading - accelerating innovation, empowering interoperability and complex collaboration, as well as delivering efficiencies at scale.

## Case Study Results

### BENEFITS

By choosing Connexus Unigy Express to support their trading activities, the firm was able to take advantage of a cloud-based solution that offered the power and functionality of IPC's Unigy platform while remaining scalable and flexible to their ongoing business growth needs.

The solution was deployed quickly and simply, fulfilling the business requirements outlined by the firm as it started trading. It also supported their accelerated digital transformation which had been driven by the pandemic.

Through the extension of the features and functionality of the IQ/MAX financial terminals on the trading floor to the Soft and Mobile Clients, the firm was provided with greater mobility of its trading activities to **anytime, anywhere, any device** capabilities. This supported not only current work from home requirements but also offered access to a wider range of markets across time zones and in virtual settings where mobility is key.

Utilizing evergreen technology, the Connexus Unigy Express solution offered the minimal IT support and maintenance desired by the client while providing a fully up-to-date digital infrastructure. Additionally, IPC provides a 24/7/365 global support function when issues do arise as part of the fully managed SaaS model, quickly and efficiently resolving the problem through remote access and the use of local resources.

The Connexus Unigy Express product presented a compelling TCO, with minimal upfront investments and predictable costs in the long term.



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)