

Infront Investor Solutions for internal and client workflow

A full-service investment bank faced the challenge of growing their equity trading business while at the same time reducing maintenance and development costs for their software systems. They set out to find a vendor partner that could offer them the functionality they needed to maintain their competitive edge but with a simplified software environment.

The Infront Professional Terminal was chosen as the initial step in what turned out to be a continuous expansion of the investment bank's trading business. Over time, they have integrated more and more of the Infront product suite in their business processes. This includes access to the Infront Professional Terminal and Trading module for their internal users managing their daily workflow and the Infront Investor Solutions to manage their private investor and institutional order flow electronically.

Challenges

The investment bank had worked with a "build" strategy for their online trading solution, choosing to develop their own solution inhouse. Over the years they found that inhouse development did not cover all their needs. They added external systems from multiple vendors resulting in a complex environment that was very arduous to maintain, with high costs for development and maintenance.

With costly and inefficient systems, they were forced to re-evaluate their entire approach. They changed their strategy from build to buy, with the aim to find a SaaS solution that would give them the functionality that they needed with less maintenance and room to grow.

Objectives

- Access to cost efficient market data and trading terminals for their employees
- Build up the private investor segment with a solution that fits different segments
- Reduce and avoid the dependency of building solutions internally (build vs buy)
- Reduce the number of vendors in order to offer electronic trading towards customers
- Minimize total cost of ownership





The solution

The financial service provider started using Infront for their internal users replacing a local vendor in 2007. Over time, Infront became a natural choice for more employees enabling the financial service provider to reduce the need for more expensive terminals.

As Infront continued to enhance their solution, the financial service provider has chosen to replace other well-known systems with Infront

solutions, minimizing the number of vendors and reducing complexity as well as total cost of ownership.

The first Infront terminals were used mainly for following the local exchanges in real time, local news and other local sources. As Infront became more specialized in trading, the financial service provider's internal sales and trading desk started using the terminals to view and place orders for client portfolios.

They continued to request more functionality to strengthen their offering. The Infront Trading Solution now supports the financial service provider's entire retail flow, including order validation, short pool functionality, and customized order types including trailing stop-loss on multiple markets. The Infront EOD Solution feeds the financial service provider's back office with end of day data; Infront News provides up to the minute exclusive market-moving news for all

employees and customers; Infront Estimates provides quality consensus estimates to the market.

Clients of the investment bank use various Infront solutions including the Infront Professional Terminal, Infront Web Trader, Infront Active Trader and Infront Mobile. The investment bank was also the first client to use the Infront Web Toolkit, tapping into the web technology to power their own websites with market data, trading and portfolio information.

Today, the financial service provider uses the Infront solutions across their offices to service their institutional and private investor clients as well as to manage their internal order flow. With the Infront solutions, the financial service provider has integrated their own proprietary data including research, OTC data and bonds data, promoting their own products and services to their clients. As an example, all research production is available for their clients in real time through the Infront platform.



Key success factors

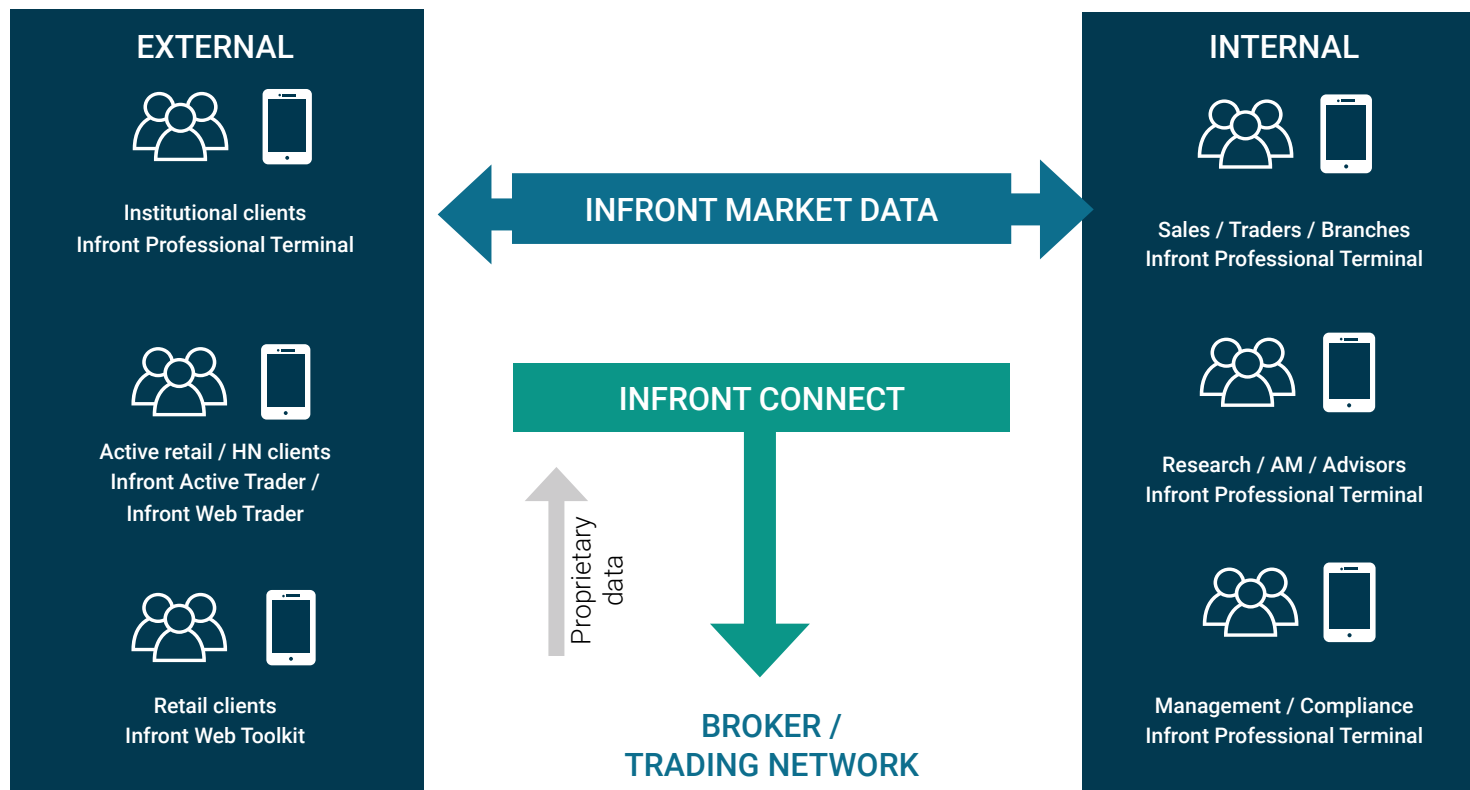
As the full-service investment bank continues to grow and develop their services, they add new data and functionality from Infront. This includes additional data on the Infront market data platform, new modules such as the ESG module, new content, and extensions of the markets available on their website for trading.

The modularity and scalability of the Infront solutions have made it easy to grow their business towards their professional and private investor segments including active traders and high-net wealth segments. Today, the financial service provider offers electronic trading in more than 25 markets, including support for DMA, care and strategy orders via the Infront platform.

Infront’s local know-how and willingness to work closely with this customer to incorporate their ideas in the Infront solutions has helped the customer stay competitive. The ease of use and smooth integration of the Infront products offered as a service with maintenance has also given them a hassle-free set up and transparent costs.

Benefits

- Modular and scalable solutions that cover the entire workflow
- “Solution as a service” managed by Infront
- Solutions are connected and easily integrated with other systems
- Local knowledge and content
- Competitive and transparent pricing
- Rapid time to market and lower cost of ownership



Financial professionals across Europe and South Africa rely on Infront for flexible financial market solutions.

Our solutions serve 3,600 customers with over 90,000 professional users. With support for their complete workflow, financial professionals can manage investment decisions, reduce costs, adapt to fast-changing market requirements and work more efficiently with ever-increasing amounts of information – quickly, easily and flexibly.

More than 500 employees in 13 countries across Europe and South Africa apply their expertise to meet the challenges of our clients, ensuring they continuously receive the best solutions and services.