



## Cisco Power Trader Solution with IP Trade: Enhance Productivity, Reduce Costs

### What You Will Learn

In today's trading environment, traders need next-generation tools that enhance collaboration and enable true mobility over a robust technology architecture. Cisco and IP Trade have collaborated to provide financial firms with a solution that will help increase trader productivity and reduce the total cost of ownership (TCO) of trader voice systems.

This solution overview describes:

- The challenges facing financial market firms to collaborate more effectively
- How the Cisco® Power Trader with IP Trade solution can help meet those challenges
- Why Cisco solutions are a smart choice

### Challenge

In these times of market volatility and increased competitive pressure, the trader needs to react quickly to any news in the market and make informed decisions based on a deluge of analytical data. Risk-management and internal-trading controls have become focus areas after the credit crisis and some very visible cases of "rogue" trading. Better decisions need faster multi-party communication.

The role of human traders is shifting from execution-only to a partnership with the portfolio manager. They are working more closely with portfolio managers to use in-depth market knowledge and execution skills to optimize portfolio selection. More often than not, traders handle complex deals, involving multi-asset classes. This increases the need for collaboration tools—between internal groups and client-facing. Especially during client interactions, the challenge is to offer a rich

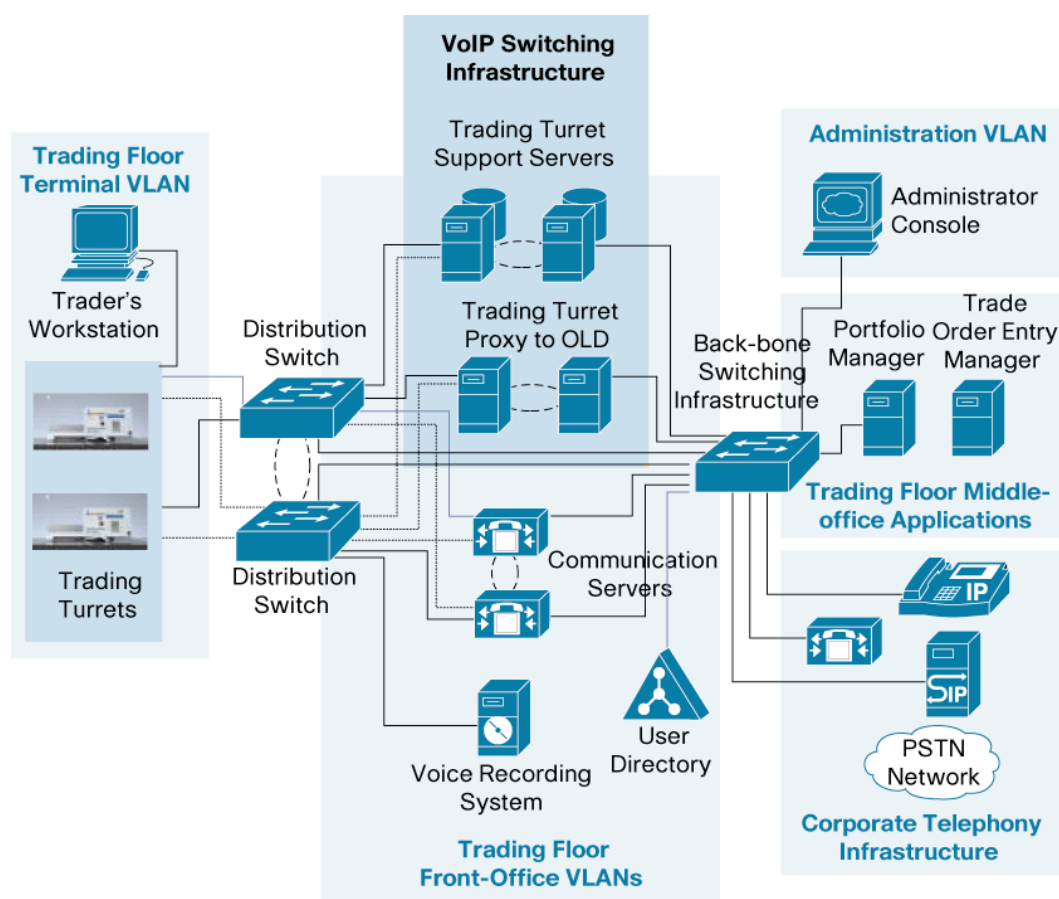
and effective session, where all the client's questions are answered on the spot, with help from remote experts.

### Solution: Cisco Power Trader with IP Trade

The Cisco Power Trader solution is part of Cisco's High-Performance Trading portfolio, focused on improving trader collaboration by integrating multiple communication channels (voice, video, web, and chat), making it very easy to find and contact people. Power Trader is based on the Cisco Unified Communications platform, integrated with technology from IP Trade Networks, Verint, and NICE Systems.

The IP Trade turrets are native end-points of Cisco Unified Communications Manager, which makes integration very easy. As shown in figure 1, the architecture involves the IP Trade turret Support Servers and the Turret Proxy Server, as well as a third party voice recording system from vendors such as Verint, ASC or NICE.

**Figure 1.** Power Trader with IP Trade Architecture



The Power Trader solution provides:

- **Shared lines:** By integrating Cisco Unified Communications Manager with the IP Trade SIP turrets, the solution provides shared-line functionality between the turrets in the front office and the IP phones in the rest of the firm. The business benefit is tighter collaboration between the trader and the risk manager or the back-office personnel.
- **Open line dealing:** IP Trade's Turret Proxy Server (TPO) provides intercom, open line dealing, and join functionality.

- **One-click dialing:** IP Trade turrets and Cisco Unified IP Phones can be integrated via LDAP with company or personal directories (such as Microsoft Outlook).
- **One-click collaboration:** Cisco Unified MeetingPlace collaboration sessions can be started with one click from the turret; trader and brokers can share documents or any banking applications on the screen with a risk manager or supervisor for faster approval and better decision making.
- **Single-number reach:** Traders provide their clients one number where they can be reached and the system forwards calls to their desk phone or cell phone, depending on their calendar or on preset preferences. This increases client satisfaction by reducing missed calls and handoffs.
- **Presence information:** Presence enables the trader to identify the right channel of communication for the person the trader needs to contact. The trader can see that a contact is available on chat only, or is in a meeting, or is away and has not used the PC or the phone in the last 15 minutes. A trader may also receive this information on a cell phone, resulting in increased mobility and productivity.
- **Rich-media interaction with clients:** Using Cisco TelePresence, traders can interact more effectively with their clients. A conferencing session can be scheduled using Microsoft Outlook and started with one click from an IP phone. Cisco has built an ecosystem of partners that support TelePresence over their networks.
- **Web conferencing:** Cisco Unified MeetingPlace collaboration sessions can be started with one click from the turret; traders and brokers can share documents or any banking applications on the screen with a risk manager or supervisor for faster approval and better decision making. Using Cisco WebEx® with video and document sharing, a trader can have a remote expert answer a client question in a more effective way, avoiding handoffs and increasing client satisfaction.
- **Secure mobility:** Users can securely access presence information from their cell phones.
- **Training on demand:** Using video on demand, traders can learn about new tools and products anytime, anywhere. This feature increases trader productivity and helps firms retain talent.
- **Integrated voice and data infrastructure:** Firms can reduce their operational footprint by consolidating the trader voice network with the enterprise voice and data network. This integrated IP-based infrastructure is also easier to deploy in new locations, reducing the time it takes to capture opportunities in new markets. Security services can now be deployed consistently everywhere.
- **Business continuity:** Cisco's highly available architecture enables more streamlined and cost-effective business continuity. The Cisco Unified Communications Manager clusters can be stretched across a WAN, between data centers located in different areas, as the financial regulations require. In case of a failure, the system recovers so fast that there is no service interruption.

## Business Benefits

The Cisco Power Trader with IP Trade solution can help your firm to:

- Increase trader productivity through the use of one-click collaboration tools and mobility. Traders can access information anytime, anywhere. They can connect with people using the right channel of communication based on presence information. This reduces missed calls and voicemail messages.
- Enhance the client's experience by providing rich-media interaction and real-time access to remote experts. Clients will stay with the broker or trader that offers the best advice in the most efficient way.
- Reduce operational risk by simplifying operations and using dynamic system recovery. The Cisco Unified Communications architecture is very robust, offering fast failover time between redundant data centers for both voice and data. And by integrating your trader voice systems with your data network, your firm can simplify operations, thus reducing operational risk. This integrated network also facilitates more consistent enforcement of your security and compliance policies.

To achieve the maximum business benefits, firms need to follow an evolutionary approach:

- Implement the foundational technology—VoIP and IP telephony.
- Scale this technology to encompass all areas of business. As it becomes more pervasive, it enables services such as business continuity and mobility.
- Add new capabilities for the end user, such as rich media and collaboration tools, which unlock the productivity gains as they are incorporated into the business process.

## Why Cisco and IP Trade?

Cisco uniquely addresses the trading industry's challenges by providing:

- An integrated voice, video, and data platform
- A solution for efficient market-data delivery
- Pervasive security features

With Cisco and IP Trade technology, your firm can tailor its infrastructure to support your particular services and business processes efficiently and cost-effectively.

The Power Trader solution enables an integrated multi-channel experience for better collaboration:

- Voice, video, chat, IM, screen sharing
- Integration with call center and directory platforms
- Presence information on both PC and mobile devices

Other unique capabilities include the following:

- Cisco Unified Communications maintain the continuity of your voice systems by using active-active call control in dual data centers, thereby avoiding service interruptions during system failure.
- Cisco works with a comprehensive ecosystem of partners such as BT, IPC, IP Trade Networks, Verint, ASC and NICE Systems to bring you flexible and integrated communications systems.

- Cisco provides a structured migration path, to reduce risk in mission-critical environments such as trading.
- Voice and rich-media communications solutions from Cisco integrate with your existing data network, protecting your current investments.

IP Trade turrets offer the following differentiating features:

- Native IP infrastructure
- Flexible configuration for the end user
- Ease of use and administration

### For More Information

To learn more about how the Cisco Power Trader with IP Trade solution can benefit your organization, contact your account manager or visit

[http://www.cisco.com/web/strategy/financial/advanced\\_communication.html](http://www.cisco.com/web/strategy/financial/advanced_communication.html)

For more information on Cisco Unified Communications offerings, please visit:

[http://www.cisco.com/en/US/netsol/ns151/networking\\_solutions\\_unified\\_communications\\_home.html](http://www.cisco.com/en/US/netsol/ns151/networking_solutions_unified_communications_home.html)

For more information on IP Trade Networks, please visit: <http://www.iptrade-networks.com/>



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