



# Unified Trader Workspace with IP Trade

## Benefits

- **Increase trader productivity** with access to secure, real-time collaboration tools on a scalable, unified communications platform.
- **Lower your total cost of ownership** through simplified architecture, reduced need for IT maintenance, and easy deployment.
- **Improve decision making** by enabling employees to collaborate securely from anywhere, on any device.
- **Extend your technology investment** by using existing Cisco architecture to provide seamless communications and trading capabilities across the enterprise.
- **Experience the efficiency** of a complete capture and audit trail of all your communications; Unified Trader Workspace captures all streams from turrets, soft turrets, IP phones, and mobile applications.

## Seamless Integration with Existing Communications Infrastructure

For years, time-division multiplexing (TDM) turret trading systems were the gold standard of financial services. They allowed your traders to monitor a mountain of information and communicate easily. But as the global financial landscape shifts, so do your communications needs.

In response to the latest global financial crisis, many firms slashed IT budgets and weren't able to keep up with evolving communications technology. These cutbacks mean you might still be working with a legacy TDM turret infrastructure. One that is not compatible with today's unified communications and collaboration (UC&C) systems and mobility applications, which provide the capabilities today's trader expects and needs.

Cisco Unified Trader Workspace with IP Trade integrates with your Cisco unified communications and collaboration architecture to deliver a complete, streamlined trading turret communications experience. Now everyone in your organization, whether on or off the trading floor, can share information and communicate using voice, messaging, or video with any user, anywhere, on any device.

## Provide Advanced Communication Tools without Sacrificing Traditional Capabilities

The Unified Trader Workspace with IP Trade solution gives your traders all the capabilities they had on a traditional turret, including key telephony, hoot 'n' holler, and intercom channels. But it also allows access to the unified communications and collaboration tools and mobility apps that are becoming the new standard.

The solution can also lower costs because it frees you from a closed and proprietary hardware-based architecture. These architectures can lock you into high costs and limited interoperability between trading and nontrading staff. Our software-defined application relies on Session Initiation Protocol (SIP) communications standards that integrate seamlessly with IP-PBX call control platforms, gateways, and applications.

Key features include:

- One-click collaboration
- Shared lines between turrets and IP phones

## About IP Trade

As part of the Cisco Developer Network (CDN) and SolutionsPlus Program, IP Trade is certified as part of a comprehensive UC&C solution. The company is the financial trading communications subsidiary of IP Trade SA Global, founded in 2005. IP Trade SA Global brings ultra-reliable, feature-rich, and intuitive IP solutions to high-value communications workers.

## Next Steps

For more information about Cisco Unified Trader Workspace with IP Trade, visit [www.cisco.com/go/financialmarkets](http://www.cisco.com/go/financialmarkets) and [www.iptrade-networks.com](http://www.iptrade-networks.com).

- Single-number reach
- Voice and web session recording and retrieval
- Presence information on phone, turrets, mobile phones, and instant messaging
- Multimedia capability such as telepresence and video-enabled web conferencing
- Business continuity between multiple locations

## Solution Highlights

The Unified Trader Workspace solution functions as a fully integrated extension of your unified communications and collaboration environment. Highlights include:

- **Standard IT infrastructure:** Solution applications and endpoints support VoIP, data, and video on a single, scalable, converged network.
- **Flexible deployment options:** These include premises-based, hosted, centralized or distributed, and private cloud.
- **Management tools:** Your IT staff can manage and maintain application and user profiles from anywhere using a browser-based GUI.
- **Turret/IP phone transparency:** Sharing of lines, intercom, and applications on all endpoints to support companywide workflow, coverage, and collaboration.
- **Support for a range of devices:** These include IP Trade turrets; Cisco IP handsets, softphones, and mobile devices; and Android and Windows-based devices.
- **Enterprise application integration:** Integrates with CRM applications, contact databases, corporate directories, and more.

## Cisco Services for Unified Trader Workspace with IP Trade

Cisco Services, IP Trade, and the Cisco partner network help accelerate the deployment of Unified Trader Workspace with IP Trade. Using proven best practices and expertise, these services support the entire solution lifecycle, from business strategy and analysis through plan, build, and manage phases. Our services support the fast delivery of a proven, highly effective solution that can greatly enhance your trader's work environment. The Cisco Solution Support program provides you with one-number access to support for the entire solution, making sure you have quick resolution and maximum uptime.

## Why Cisco?

Cisco delivers unique capabilities that address the trading industry's challenges. With an integrated voice, video, and data platform and pervasive security features, your infrastructure can support your services and business processes more efficiently and cost-effectively. We also provide a structured migration path to reduce risk in mission-critical environments such as trading.