



# Open Trade

the first intelligent  
trading communication  
platform



the perfect personal trading assistant

trading solutions

Business  
Services



# Sense the difference

From its state-of-the-art touch screen to an elegant, slim-line design, **Open Trade** offers the very latest in communications technology.

Simple, efficient and highly customisable, **Open Trade** is equipped with the latest acoustic technology, which keeps conversations crystal clear, whatever the background noise.

And with unlimited contacts at your fingertips, trading becomes faster, clearer and more accurate than ever before.



Where perfect  
communications converge

# The perfect personal trading assistant

**Open Trade** doesn't just support voice, video, e-mail and instant messaging—it excels in the delivery of all these channels. It is a single point where perfect communications converge via a clear, simple interface that can be configured to the needs of the individual. Stylish, but tough, it makes no concessions to the day-to-day rigours of modern trading.

## Dedicated as the people who use it

Time is short, but you are busier than ever. **Open Trade** gives you complete focus on all your tasks, helping you rise to the challenge of today's trading environment. Its innovative but proven technology provides a secure foundation for rapid communications in financial trading.

## Designed for the future

From the financial markets, to the technology that drives our everyday lives, the world is changing beyond recognition. **Open Trade** was designed for this era of flexible communications. It integrates seamlessly with all common channels including instant messaging, video conferencing and any web-based application. The **Open Trade** network architecture also redefines desktop trading communication by placing computational power at the heart of each machine.



# One touch design

**Open Trade's** ground breaking looks aren't just for show. Our design philosophy puts you in complete control of your contact directory and offers unlimited capacity for new and current details. Putting this information at your fingertips accelerates communications and business alike.

## Critical mass

Even though **Open Trade's** innovative design is completely different from anything you've seen before, it builds on Orange Business Services – Trading Solutions' trustworthy trading technology used by the biggest names in financial trading and thousands of their employees. It's extremely compact, but still packs a powerful punch.

## Cutting edge design

**Open Trade** takes the best of the latest touch screen technologies, hot buttons and fast dials and adapts them to the exact needs of the trading floor. It puts traders at the centre of the end-user experience, enabling them to manage all communications at a glance and reach the contacts that they need in the blink of an eye.



Irresistible force,  
outstanding  
performance



# The sound of perfection

Open Trade's distinctive speakers and microphones are rugged and powerful. Through wide band audio they deliver dynamic, crystal clear sound that cuts through even the noisiest environment.

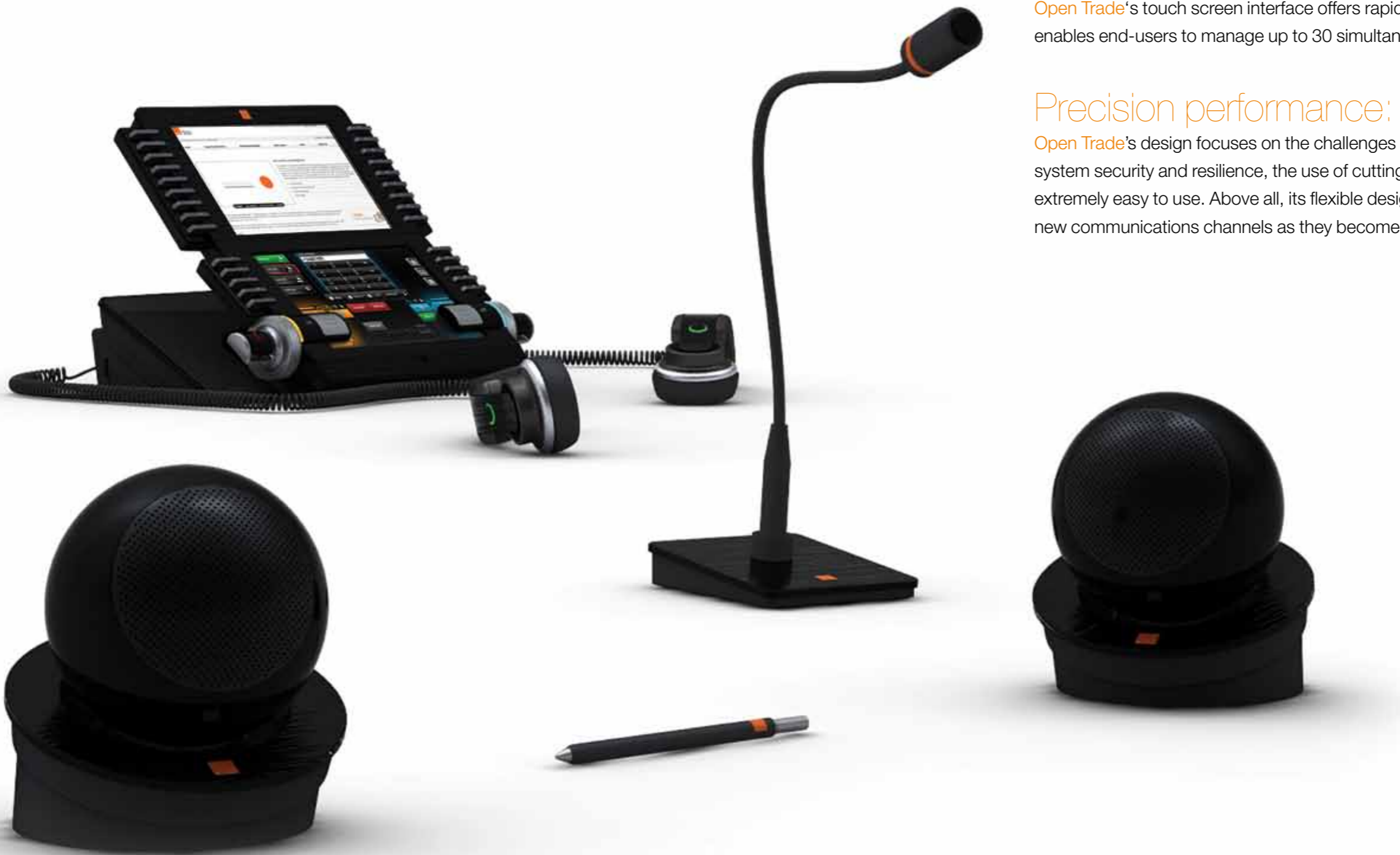
They are also incredibly compact, taking up little space on the desktop, leaving you free to concentrate on the business in hand.

## Many voices, a single focus

Open Trade's touch screen interface offers rapid access to electronic applications and enables end-users to manage up to 30 simultaneous conversations and host conferences.

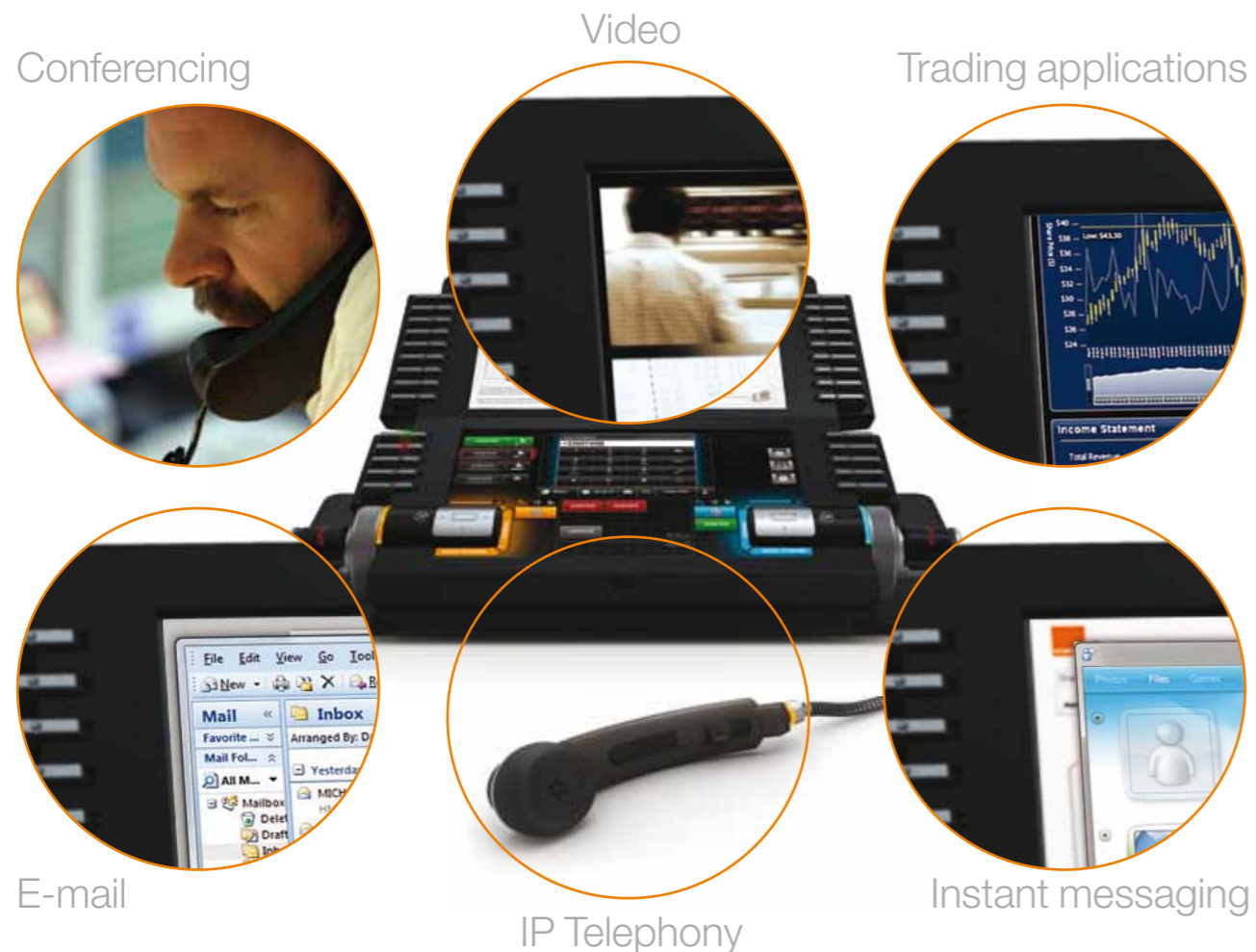
## Precision performance: today and tomorrow

Open Trade's design focuses on the challenges of today. But while it offers unprecedented system security and resilience, the use of cutting edge technologies makes Open Trade extremely easy to use. Above all, its flexible design will enable it to evolve and integrate new communications channels as they become available.



# Ready for the future

**Open Trade** is more than a turret, it is the first intelligent trading communications platform. A new model for communications in the trading room, it provides a single point of convergence for information and conversations and adds real value by supporting faster decision making.



# True unified communications

## Seamless conversations

With **Open Trade** you can switch seamlessly from one communication channel to another. If you are using instant messaging and you decide you want to speak to your colleague directly, just click an icon and the conversation immediately shifts to your handset.

## Presence management

**Open Trade** gives you and your colleagues a single identity by confirming your status. Instead of working from a list of email addresses, multiple phone numbers and more, you simply click on the name of your contact and **Open Trade** tells you if they are available and the best channel to reach them.

## Automatic message routing

**Open Trade** will automatically direct the caller to the most appropriate channel. Log off of your office network, and a call goes through to your mobile or another line, without the need to set up manual call forwarding.

This flexible and intuitive approach to unified communications makes **Open Trade** highly suitable for trading rooms. In addition, it reflects the industry's shift towards instruments and supports traders in this modern, fast-moving environment.

The **Open Trade** new generation communication solution supports the Session Initiation Protocol (SIP) telephony that helps organisations further leverage their existing network infrastructure. It is also equipped to take full advantage of multimedia routing to reach any user.

SIP connects people in real time whether they are using voice, video, or instant messaging. It is also device independent. Whether you are using **Open Trade**, your mobile or a separate fixed line, SIP sees the person, not the technology, and connects you with your colleague.

In addition, **Open Trade**'s innovative all-in-one software supports Advanced Call Processing and call control, interoperability with next generation third party communication tools and integration with CRM and other business applications.

Information,  
intelligence, action

# One vision, two designs

**Open Trade** is available in two versions to meet your exact communication needs. **Open Trade Compact** provides a slick, trim single screen option while **Open Trade Evolution** provides a stylish dual-screen model for advanced trading requirements.



**Open Trade Compact**



**Open Trade Evolution**

## Green by design

**Open Trade** has been designed and manufactured to strict green standards. Its energy consumption is optimised with an efficient 12 Volt power supply and because it has no central cabinet, there is no need for an energy-hungry cooling system.

In addition, **Open Trade** is built with components compatible with the Restriction Of Hazardous Substances (ROHS) directive. It is delivered in fully recyclable green packaging, with no colour inks used. These elements keep **Open Trade's** impact on the environment to an absolute minimum.

## Designed for the cloud

**Open Trade** has been developed to integrate with most cloud computing strategies. Organisations can use **Open Trade** to access pay-as-you-go services and take advantage of the flexibility and cost savings associated with this technology.



[www.orange-business.com/trading-solutions](http://www.orange-business.com/trading-solutions)