



**Business  
Services**

# news



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**editorial**

## the US: Etrali Trading Network is extended and Unify integration engine is launched

Earlier this year we made two important announcements in the US: the expansion of the Etrali Trading Network (ETN), and the launch of the Unify integration engine.

ETN is widely regarded as best for voice and data traffic, guaranteeing exceptional performance and service to the world's trading community. It is highly reliable and benefits from low latency, efficient monitoring, fast troubleshooting and problem resolution. As the only supplier of turrets with a fully integrated global network we are focused on providing a serious challenge to US legacy vendors. The expertise we have gained from supporting 1,600 trading rooms and 40,000 turrets worldwide and our experience in providing trading technology and voice and data network

services for the last 40 years put us in an excellent position for making major gains in the North American market.

In 2007 we substantially increased the number of Points of Presence (PoPs) in Asia and Europe. This year has seen significant increases in US PoPs reflecting the core client base of financial institutions in NYC, Boston, Chicago, Houston and San Francisco.

Says Pierre-Louis de Guillebon, CEO of Orange Business Services - Trading Solutions, *"We have an enviable track record of innovation and service excellence.*

## Happy New Year!

**Orange Business Services - Trading Solutions** would like to take this opportunity to wish you a Happy New Year!

*“ We have an enviable track record of innovation and service excellence. ”*

Pierre-Louis de Guillebon, CEO, Orange Business Services - Trading Solutions

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> for further information: [www.orange-business.com/etrali](http://www.orange-business.com/etrali)

## new offices in New York

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*Our network gives our clients confidence in quality, reliability and speed. Now is the right time to offer a competitive alternative to the incumbent legacy providers in North America. Our strategy of keeping our systems open and of ongoing expansion of our voice and data services is of great benefit to the ETN client community. Tradition, one of the world leaders in the brokerage of financial products and commodity related markets, is just one of the many financial institutions to have been using ETN for a number of years."*

Unify is aimed at the professional trading community, integrating widely-used off-the-shelf applications and a tool for creating and integrating custom-built applications. Time saving is achieved through integration of communication tools such as Instant Messaging and email and through single-click switching between voice and electronic communications. Accessibility of applications such as CRM, databases and Order Management Systems helps to improve customer relationship management. Information and communication resources can be shared between turret users, predominantly in the front office, and middle and back office staff who may not have access to turrets. As all calls are recorded Unify is fully compliant on standard and mobile phones, whether used in or out of the office, making it invaluable in a disaster.

Oliver Bradford, Software Product Manager, Orange Business Services - Trading Solutions, comments: *"Unify was very well received in Europe and Asia and we are now extending it to North America. It brings unparalleled flexibility and communications efficiency to the traders' community, greatly facilitating information sharing throughout the organisation. Unify will further enhance traders' productivity and the speed and efficiency of their interaction with the whole organisation."*

# Tullett Prebon signs global deal

Tullett Prebon, one of the largest Inter Dealer Brokers (IDB), and a leader in voice and electronic broking, has signed a global agreement for the supply and support of selected voice and data network services. The Etrali Trading Network (ETN) will link Tullett's US, European, and Asian trading rooms and supply voice and data services with fail-over redundancy, alternate routing capabilities, and very high voice quality.

Tullett was already a client of Orange Business Services - Trading Solutions in Asia and Europe and in 2007 issued an RFP for domestic and international voice trading lines. The requirement was to consolidate the provisioning of voice services to a limited number of suppliers and to find an alternative to its existing US suppliers.

## success story

# Banco Espirito Santo chooses Etrali for new trading rooms

As part of a major trading room upgrade project Banco Espirito Santo (BES) will be installing Etrali Mach 3D turrets across branches in Lisbon, Madrid and Porto and Etrali Vision soft terminals at the bank's disaster recovery site.

BES required a "no constraints" solution and excellent local support, and opted for our services because of our expertise and flexible technology. The trading rooms will benefit from sophisticated voice recording and gateways connecting the four sites, providing improved communications, security, resilience and compliance. The turrets come with an intuitive interface, free seating, reduced bandwidth requirements and easy configuration. Project managers at BES and BESI (Banco Espirito Santo de Investimento) commented: *"Orange Business Services - Trading Solutions is providing proven, truly local management, support and experience as well as the ability to mix and match IP and TDM: some of the sites wanted to be 100% IP, while others*

*chose a combination of the two. The relationship between Etrali SA Madrid and Grupês in Lisbon (Etrali's partner in Portugal) gave us much confidence."*

**“ Orange Business Services - Trading Solutions is able to provide proven, truly local management, support and experience. ”**





Tullett was looking for sophisticated technology, excellent support and service level agreements, consistent global pricing and discount schedules combined with global experience and in-depth local expertise.

John Del Vecchio, CTO at Tullett Prebon, says: *"We have very exacting standards and high expectations for our suppliers. Having worked with Orange Business Services - Trading Solutions in Europe and Asia we knew that they could fulfil our requirements and provide the level of service and support that we expect. Their expertise and professionalism give us confidence in our mission critical communications and trading infrastructure."*  
Orange Business Services - Trading Solutions

is the largest voice network supplier outside of North America and the only provider of turrets offering a fully integrated trading network dedicated to the financial industry. ETN allows detailed real-time monitoring of network traffic which can be reported on a global basis; new services can be added quickly, easily, and cost-effectively.

*"This deal underlines our commitment to extend our US coverage and worldwide community. The US market is very receptive to a truly global network supplier. As part of the France Telecom Group we are uniquely positioned to provide the highest quality domestic and international voice lines, data services and low latency connectivity,"* comments Frederic Blanc, VP

Strategic Projects, Orange Business Services - Trading Solutions.

*“The North American market is very receptive to a truly global network supplier.”*

Frederic Blanc, VP Strategic Projects, Orange Business Services - Trading Solutions

## product focus

# new functionality for our **Soft Terminal**

Unify Mobile Trader is the latest in the set of soft terminal functions providing the user with complete mobility. A trader can log onto a secure website from anywhere in the world and see an exact replica of the familiar turret interface. Any telephone – mobile, or a hotel phone – can be used to make and receive calls as if the user was on the trading floor. It provides the perfect solution for users who have to trade away from the trading floor, whether because they are travelling or in case of a disaster.

We were the first to introduce the VoIP soft terminal concept to the market more than three years ago with Etrali Vision, connecting traders to both internal and external communities offering cost-effective workflow and communication. Etrali Vision allows users of a standard PC equipped with a specialised handset to remotely view and use the same resources as the traders, in a fully compliant (recorded) manner. It is an integral component of remote working and a vital part of a disaster recovery strategy.

We also led the market with turret features on a PC. Traders can access Advanced Call Functions (ACF), a thin client application, to manage the call journal, speed dials, broadcast groups and even

turret layouts, through a simple web-browser, with a single click. Etrali terminals provide links to popular applications such as instant messaging, email, market data, CRM and video conferencing to name but a few.

Thierry Charvet, Marketing Manager at Orange Business Services - Trading Solutions, comments: *"We are continually strengthening our product portfolio through the use of open standards. Significant investment in combining turret and software functions are our key considerations along with providing our clients with secure, compliant solutions which are easy to use and easy to deploy."*



# Global Equities wins innovation award

Global Equities, a Paris-based institutional financial services company, has won the prestigious Trophee de L'Innovation for innovative use of technology for disaster recovery in the financial markets, in partnership with Orange Business Services - Trading Solutions, Equinix and Inavem.

The Equinix Paris Saint-Denis (PA2) Internet Business Exchange (IBX®) centre, situated 60km outside of Paris, was chosen for its high security and proven infrastructure.

Scenario planning took a year and, unusually, included plans for relocating employees' families to a hotel next to the D/R site.

Olivier Bisiaux, head of IT at Global Equities, comments: "Speed and confidentiality are of paramount importance to our clients. In the event of a disaster we need to be able to continue our operations and provide a service that is as normal as possible. Most companies

settle for shared D/R which works on the principle of first come, first served; this was not a satisfactory solution for us."

A number of simulations were conducted including one supervised by the French stock market regulator, where everything worked exactly as intended. Mr. Bisiaux adds: "We have a long-standing relationship with Orange Business Services - Trading Solutions, having used their services for over ten years. They supplied exactly what we needed, at the right price. We are delighted with the results – if we had to start this project again we would not have

changed anything."

Says Pierre-Louis de Guillebon, CEO of Orange Business Services - Trading Solutions: "I am thrilled on behalf of Global Equities for winning this award. It is a privilege to have been able to work with them on this project and to be a part of a new approach to D/R – an area that is becoming increasingly important to financial institutions."



## Sterling International Voice Broking goes live with Etrali Mach 3D

Sterling International Brokers Limited is a UK-based broker providing traditional money broking services including the execution of money market deals in Sterling, Euro and other major currencies and related derivative products as well as tailored structured finance.

The company's relocation to larger offices earlier this year prompted it to take a fresh look at its technology. A decision was made to replace the incumbent legacy systems with the Etrali Mach 3D touch screen turrets. A number of systems were considered including both touch and non-touch screen turrets from a number of vendors.

Peter Shuttleworth, managing director of Sterling International, says: "We were looking for a system which was both efficient and user-friendly. Etrali Mach 3D satisfied both these requirements. Having gone live with the turrets I am delighted to report that the speed and ease of use have lived up to our high expectations." He adds, "We are a fast growing company with a business developing quickly and consequently it is important to

choose a supplier that can satisfy our needs both now and in the future. The level of support and training provided by Orange Business Services - Trading Solutions has been of high quality and I have every reason to expect that it will be just as good in the future."

The turrets give Sterling International flexible broker seating: a colleague's call list can be retrieved easily; when the brokers move positions they can see their configuration at another desk just as they would at their usual position. The turrets are straightforward to program enabling the brokers to do so without the need to use IT resources. Sterling International is expecting to double its positions over the next two to three years.

## news & events



Guido Reynaerts has been appointed Head of Orange Business Services - Trading Solutions Northern Europe

### Customer events:

- September '08:** Sibos, **Vienna** – Austria
- October '08:** Customer event, **Geneva** – Switzerland
- November '08:** COSSIOM, **Paris** – France  
Banque et Monétique Fair by our distributor Intelcom, **Tunis** – Tunisia
- December '08:** Téléthon, **Paris** – France  
Picasso evening, **Paris** – France