

BT Case Study

“Moving from proprietary hardware switches to open software-based network components, hugely increases flexibility, especially for regional trading floors. Running on open, industry-standard servers increases scalability but reduces footprint, saving data center space and power.”

—BT UnifiedTrading

Business Objective

Offer a new, flexible product to provide instantaneous and robust trading floor communications into a mission critical environment.

The Challenges

- **No off the shelf communication platform** capable of handling the mission critical requirements for call handling required by the financial trading sector
- **Avoid the delay and costs** that would be incurred by building a realtime, performant next generation platform from ground up
- **Identify an open, standards based platform** that will deliver Telco grade performance to avoid risk of jeopardising what is a mission critical service
- **Allow banks to easily and quickly integrate other applications within their trading systems** to be able to offer differentiated services to their end customers

The Solution

IP Multimedia Financial Trading Communications – High throughput, low latency open platform with SIP connectivity towards purpose built trading consoles (turrets).

Key Points

- Open and flexible standards based platform enabled BT to rapidly build a unique multi-media IP trading platform
- Ultra-low latency call set up and simultaneous presentation of calls to hundreds of trading desks
- Provides the full suite of features used by traders with the added flexibility of being a highly configurable software based product

Solution Benefits

- **Delivers secure and reliable IP multimedia communications** to the financial trading floor over multiple channels including voice, IM, email, video and SMS
- **Satisfies the demand for mission critical levels of throughput and latency**
- **Flexible and easy to scale, making it cost effective to deploy** into environments having single traders up to those having many hundreds of users

Net Results

- Helped BT Trading bring to market a powerful, cost effective, cloud compatible solution for voice, multi-media and collaboration services
- BT's customers can respond more rapidly to changes in market conditions and differentiate their service offering
- Enhanced service offering encourages BT's customers to migrate from legacy, inflexible hardware products that are becoming expensive and inflexible to support

About BT

BT Unified Trading is part of BT Global Service, delivering IT and communication services into 170+ countries. BT Unified Trading is headquartered in the UK and delivers mission critical services into >60 countries, serving 68,000 traders and 800+ trading firms.