

Case Study

The Hybrid Trading Floor Experience

The Customer

- A Fortune 100 company with \$1B in revenues
- Principal business in commodities and foreign exchange
- Serving 400,000 customers in 180 countries

The Challenge

Relying on last-generation trading turret technology, the pandemic forced a top-to-bottom rethink approach to trading communications. As staff migrated to a hybrid work model there was a need to introduce mobility and a seamless user experience across trading teams that might be working from the office or at home or both.



Results



100% Client coverage for trading teams anytime, anywhere



100% Mobility for trading teams



50% Reduction of data center footprint



40% Reduction in trading appliances (migration to soft clients)



35% Reduction in total cost of ownership

Solution

Speakerbus worked with the customer to develop detailed team workflows and individual user profiles to design a location-agnostic communications architecture. This connects everyone wherever they are working, matching the new user profiles to the desktop experience that suited their requirements.

This gives trading teams access to the latest touchscreen turrets, soft clients for laptops and mobiles as well as hoot/intercom for those with a lighter requirement. All users connect via a secure, compliant cloud platform accessible from anywhere.

Our Mission

Speakerbus helps people connect, communicate and collaborate from wherever they are when it matters most.

Our Solutions

QORUS - Trading communications platform, device and application portfolio.

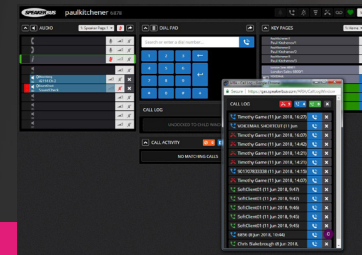
SONANCE - Advanced compliance, reporting and business intelligence.

CADENCE - Digital trading communications cloud, connectivity and community.



Discover ARIA/AYRE/ALTO

With lockdowns, social distancing and hybrid work models, mobility for trading teams has gone from nice to have to need to have. Speakerbus suite of soft clients, touch trading appliances and hoot/intercom solutions offers simple, secure, compliant access to clients and markets wherever you are.



Request a Demo

To discover how ARIA can transform your voice capabilities, simply visit www.speakerbus.com and request a free online demonstration.



