

# Customer Success Story



## Customer:

Banco de Occidente

## Challenge:

Banco de Occidente needed to renew its trading floor communications infrastructure and required a robust and secure solution, with functionalities that would allow greater agility in its operations to increase productivity within the traders.

These functionalities included mobility for home office and latest generation tools to support the daily work of traders. Additionally, the bank had an independent communications system for its two main headquarters and needed to unify them.

## Benefits:

- Acquisition of a robust, safe, and innovative solution.
- Increased productivity of traders.
- Ease of connectivity and mobility for traders
- A unified communications system for the two locations where the trading floors are located.
- Compliance with the standards required by regulatory entities.

## Case study Banco de Occidente

IPC Systems together with its local partner in Colombia, Axede, have implemented the Unigy System at Banco de Occidente. The solution was implemented with two business intelligence tools developed by Axede to increase the productivity of the financial operation of the trading floor of the bank.

### CUSTOMER:

Banco de Occidente, the 5th best bank in Colombia, it's a financial entity that belongs to the Aval Group, with its main headquarters in Cali and has fifty-eight years of experience.

They have a network of more than 175 offices, 18 credit offices and more than 3,093 ATMs in Colombia, as well as branches in Panama and Barbados.

### SOLUTION

After a bidding process where several providers participated, Axede was awarded the entire solution of front, middle and back office. Axede has more than 24 years of experience in financial floors and specialized in innovation and disruptive technological solutions.

#### The solution includes:

- Change of technology
- Implementation of an IPC-Unigy system with local (active-passive) and geographic (active-active) redundancy of core equipment.
- Implementation of a NICE NTR system with 2N geographic redundancy.
- Unified management of the recording system through NICE COMPASS.
- Preventive management of the system status through the NICE COMPASS Recording Check.
- Supply and installation of 47 hard turrets and 152 recording channels
- Supply and installation of 29 soft turrets for contingency and home office.
- Implementation of two business intelligence tools developed by Axede:

#### 1) Xynthesis:

Integrated control panel for table managers that analyzes the productivity of the traders in real time and allows them to make strategic decisions for the best use of resources and ensure achieving goals. It includes custom and exportable dashboards. And it has webAPI for external connections with BI or Excel platforms.



# CUSTOMER SUCCESS STORY

## 2) Interaxion:

Tool that presents relevant information to the traders about the clients who communicate with the trading floor at the time of answering the call, based on the movements and operations carried out historically. With this information at hand, traders can prioritize the most valuable clients and offer better service.

The core of the solution was deployed through two data centers of Banco de Occidente (main and contingency) using appliance servers. The client's WAN network connects the data centers and trading rooms, guaranteeing the security of the platform.

The connection of the soft turrets during the pandemic was carried out via VPN over the internet. The connection with the PSTN is made through SIP trunks and FXS ports are available on the Media Gateway to connect the bank with different financial brokers.

## RESULTS

The IPC system uses state-of-the-art technology, enabling more efficient communications, as well as backup and consultation of information, the use of the system remotely by the user in case of contingencies and home office. These devices present high availability, which allows the system to be 99.9% available for operation.

In this case, Axede managed to solve the challenges of increasing productivity, communication, unification of the system between the different branches and compliance with the standards required by regulatory entities.

The traders' experience has been significantly improved, since they are now able to attend to all the requirements that come to their work desk, giving them the opportunity of growth for the bank, acquisition of new clients and efficiency in timely service.

With the Business Intelligence tools developed by Axede, users can make better decisions since they have updated information at hand when they need it, and the desk managers have better criteria to direct traders towards the areas where they are needed more urgently.

With the high availability infrastructure of the IPC platform and the recording system, they have responded in time to the requirements of regulatory entities and no recordings have been lost when they have been required.

The implementation by AXEDE was very satisfactory. Programming, communication, focus, coordination, experience, teamwork, and commitment were key factors in reaching the set objective and overcoming the difficulties that normally arise.

## PERSONAL QUOTE/TESTIMONIALS

*"The implementation of this new IPC System solution together with Axede meant a great change for the operation and productivity of the bank's trading floor. The easy access, the tools they provide us, the robustness of the system and the support of the information are key factors that give us peace of mind and allow us to focus on our core business."*

**CAROLINA SALGADO** Investment Manager

## ABOUT IPC

A specialist technology and service leader powering global financial markets for over 50 years, IPC Systems is at the forefront of electronic trading connectivity and state-of-the-art cloud communications, setting the standard for exceptional service, innovation, and expertise.

IPC's customer-first approach is bolstered by an extensive and diverse financial ecosystem that spans all asset classes and connects market participants anywhere in the world for enhanced communication, collaboration, and compliance.

Global services include electronic trading, trading communications, and infrastructure-as-a-service solutions.

IPC is ideally positioned to anticipate change and remain aligned with rapidly transforming markets, and to empower customers to adapt to change, now and in the future.

To learn more, visit [www.ipc.com](http://www.ipc.com), explore our Insights page and follow us on LinkedIn.

