

# Case Study



## Hedge Fund Case Study

IPC collaborated with an established US hedge fund to deliver state-of-the-art trading communications and a suite of network and application connectivity solutions. The flagship Connexus Cloud and Unigy platforms supported the fund's mission-critical multi-asset trading strategy.

### Quick Facts

#### CUSTOMER:

A leading American hedge fund that has a global investment portfolio and trades a wide range of financial products.

#### CHALLENGE:

The client needed to consolidate their systems into a single source provider that could satisfy their latency-sensitive needs, ensure continuous service for mission-critical communications, and offer access to a diverse ecosystem of key financial players.

#### SOLUTION:

Implementation of Connexus® Cloud and the Unigy® platform, alongside access to the IPC financial markets ecosystem, ensuring streamlined communications between the client and their broker dealers, prime brokers and investors.

The products in IPC's Connexus Cloud suite included:

- Connexus Ethernet
- Connexus Extranet
- Connexus WAN
- Connexus Voice

#### BENEFITS:

##### Single Source Provider

- The unified electronic trading and voice communications solution improved efficiency, reduced cost and enabled trading operations to benefit from a comprehensive managed service.



We chose to work with IPC to provide our trading and operations teams with access to topflight technology and communication solutions. We have been delighted with the ease of implementation and the resultant business outcomes.



#### CHALLENGE

A long-established US-based hedge fund, with multiple offices and a global strategy, wanted to consolidate their disparate network communication systems with a single source provider that utilized best-of-breed technology, allowing them to focus on their core business of generating alpha, sourcing liquidity and managing risk.

Trading multiple asset classes, including equities, fixed income, options, futures and distressed assets, the fund required a fully integrated, managed communications solution that would enable them to securely trade latency-sensitive liquid products and provide a reliable and efficient voice trading solution for the more illiquid, bespoke and heterogeneous products.

Key to their business was the need to ensure continuous mission-critical communications with the markets, broker dealers, and investors, and to ensure connectivity into their multiple management and data applications that were vital to daily operations.

Importantly, the client was keen to reach a diverse ecosystem of key financial players, through which they would be able to access liquidity venues, their broker dealers, prime brokers and investors from funds across the community.

#### SOLUTION

IPC delivered Connexus Cloud, which includes Connexus Ethernet, and Connexus Extranet, Connexus WAN and Connexus Voice, in addition to providing world-class voice trading capabilities through their Unigy Platform.

##### Connexus Ethernet

Supporting electronic trading of the more liquid and homogeneous products, IPC's Ethernet supplied low-latency connectivity to the multiple global markets, and ensured the fund was able to access the DMA facilities provided by their broker dealer.

##### Connexus Extranet

Using IPC's Extranet, the client was able to directly connect to a comprehensive set of applications, including market data, OMS, EMS, Trade Lifecycle services and asset management applications also provided by their broker dealer. Additionally, they were also able to access the wealth management application supplied to them by a leading investment bank.

## Diverse Ecosystem

- The Connexus Cloud solution delivered multiple options to reach the industry's most extensive trading community.

## Streamlined Communications

- Near-instant communication between locations across the globe enabled trading operations teams to access multiple trading applications, markets and counterparties. Enabling asset class interactions in both liquid, homogeneous and illiquid, heterogeneous products.

## Resilience and Security

- Regardless of the volatility of the trading environment, the Unigy platform and Connexus Cloud portfolio of products functioned flawlessly and without disruption.

Connexus Cloud and Unigy solution, managed end-to-end by a single source, the client increased business efficiencies, realized significant cost savings and reduced time spent managing multiple suppliers.

**Diverse Ecosystem Access** – Through the direct, on-demand connectivity to the global ecosystem provided by Connexus Cloud, IPC's ready-made community offered near-universal access to every type of financial firm, asset class and trading protocol.

**Streamlined Communications** – Connexus WAN provided secure and compliant connections between offices, allowing all involved in the trade lifecycle to communicate regardless of their regulated status.

Access to the diverse IPC ecosystem enabled the client to quickly and regularly communicate with investors, broker dealers and prime brokers ensuring positive business relations could be easily maintained.

**Resilient and Secure** - Designed and exclusively built for the financial markets, the Unigy platform operates consistently in unpredictable trading environments, maintaining security and ensuring full compliance.

## Connexus WAN

Connexus WAN provided connectivity between their primary and backup sites. It also enabled the firm to connect their multiple offices and empowered their users to appropriately communicate via a specialist application, ensuring the different rules for traders and regulated users were supported.

## Connexus Voice

To support business continuity planning and disaster recovery, Connexus Voice was implemented across both the client's primary and backup locations. Connexus Voice lines ensured continuity of service and seamlessly transferred to the backup site in the event of primary location failure with no break in connection.

## Unigy Platform

IPC's industry leading Unigy platform was implemented to provide voice trading functionality for more than 40 positions, delivering fully compliant access to internal and external counterparties at all times, from all locations.

# Case Study Results

## BENEFITS

**Single Source Provider** – By consolidating their disparate systems into an integrated



IPC is a technology and service leader that powers financial markets globally. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With customers first and always, we collaborate with each to understand their individual needs to help make them secure, productive and compliant within our connected community. Through service excellence, long-developed expertise and a focus on innovation and community, we provide agile and efficient ways for our customers to accelerate their ability to adapt to the ever-changing requirements for advanced data networks, compliance and collaboration with all counter-parties across the financial markets.

For more information, visit [www.ipc.com](http://www.ipc.com)