

# Customer Success Story



## Customer:

Well-established, traditional, highly rated investment manager in Brazil.

## Challenge:

Needed an affordable, resource-light solution to expand trading floor capabilities and trading communications efficiency.

## Solution:

Cloud-based shared services providing flexible and remote trading floor access with outsourced support.

## Benefits:

- Cost-effective, outsourced model
- Enhanced global markets connectivity
- Flexible, secure and remote access
- Dedicated, local support and expertise 24/7/365
- Access to growing community of Brazilian asset managers

## Leading Investment Management Trading Floor Case Study

IPC and Wittel enhance a leading investment management firm's trading floor capabilities and trading communications efficiency with cloud-based shared services, outsourced service support, next generation IQ/Max Touch financial terminal for interruption-free connectivity, and industry-leading Unigy Soft Client for remote access capabilities.

## CHALLENGE

The Brazilian investment management sector is becoming an increasingly competitive business environment. New firms are entering the investment management fray in droves, launched typically by ex-traders from larger institutions. Today, there are more than 1250<sup>1</sup> asset management companies registered with ANBIMA (Brazilian Financial and Capital Markets Association) and these numbers are growing month on month.

An established, more traditional independent fund managers in Brazil, with a diversified platform of Equity, Macro, Private Credit and Arbitrage strategies. Its MQ1 (Excellent) rating by Moody's acknowledges its disciplined investment management processes, extensive markets expertise, and robust operational infrastructure and controls. It is nonetheless a challenge in an evolving investment management environment to maintain a competitive edge with service differentiation.

Compared to the Tier 1 banks and major institutions, many 'smaller' investment firms have constrained budgets and resources. As such, they want to focus their efforts and valuable resources on delivering customer service excellence while looking at opportunities presented by as-a-Service models and leverage affordable solutions to augment and enhance their core capabilities without carrying the associated resource burden directly.

This investment management firm sought a cost-effective, efficient as-a-Service solution to enhance its trading communications requirements without having to invest in dedicated IT resources and to remain focused on its core investment management activity. Specifically, shared services offered a compelling solution allowing this investment management firm to benefit from economies of scale and maximize customer experience.

<sup>1</sup> ANBIMA. Register of Investment Institutions and Professionals. Accessed September 16, 2022. [https://www.anbima.com.br/pt\\_br/institucional/cadastro-anbima-de-instituicoes-e-profissionais-de-investimento.htm](https://www.anbima.com.br/pt_br/institucional/cadastro-anbima-de-instituicoes-e-profissionais-de-investimento.htm). Visit the ANBIMA website for the latest figures on the number of institutions that follow the codes.

# CUSTOMER SUCCESS STORY

## SOLUTION

By partnering with industry specialists IPC Systems and its local partner Wittel, a trusted advisor and long-established Brazilian-based communications expert, the investment management achieved a cost-effective and efficient, optimized service solution for its trading floor requirements.

IPC implemented its IQ/Max Touch financial terminal and Unigy Soft Client, while Wittel deployed a cloud-based service model that delivers institutional-grade connectivity and regulatory-compliant voice recording services.

This upgraded the firm's trading floor functionality and markets connectivity and delivered a better customer experience to its traders. Due to the firm's relatively small number of trading positions, it not only benefiting from significant economies through this shared cloud services offering, it can also tap into the growing community of asset managers in Brazil.

## RESULTS

- Fully outsourced solution: System administered entirely by Wittel and managed with high-level support services (dedicated IPC Solutions team).
- Few infrastructure or resource requirements on client side with respect to management of trading turrets and voice recording.
- 24/7 system monitoring, 365 days/year; in the event of a system failure, open tickets are allocated automatically to support teams to fix issues and report back to client.
- Five-year voice recording retention (regulatory compliance) and redundancy.
- As-a-Service model based on standard licenses and monthly recurring per turret charging. 'On demand' service flexes in line with client activity/growth.
- Ease of access to global financial community via IPC's Connexus platform, its extensive financial markets global trading network for high- and low-touch trading (200k users/70+ liquidity channels (trading platforms, execution venues, ECNs).
- 'Soft Client' flexibility for traders; secure remote access (mobile/home) through client VPN.

## WITTEL SPOTLIGHT

**Wittel is a major channel partner to IPC**, accounting for more than 50% of IPC's total turnover in Latin and Central Americas.

A multinational company operating in Brazil's main cities of Rio de Janeiro, Sao Paulo and Santiago, Wittel has more than 30 years' experience orchestrating solutions that support clients to evolve and grow.

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

With the key objective of raising the quality of clients' business interactions and strengthening business relationships, Wittel orchestrates more than 150 million transactions a month between 600 customers in Brazil, which includes eight of the ten largest banks.

**wittel**

