Blue Wave®

**create the apps you want for
the advantages you need**

IPC

Blue Wave®
For Custom, Innovative Apps

Dream. Create. Gain a competitive edge – with whatever applications you want or need to maximize alpha generation and optimize your trade execution workflow.

Unigy's® new Blue Wave® Application Development Platform is a revolutionary, open standards, Service Oriented Architecture (SOA)-based environment that allows for simplified and quick development of new applications or solutions that can make your business more productive or efficient.

Blue Wave empowers Unigy customers with the ability to develop new trading tools that can be quickly implemented to support their trading workflow. And, for those customers that prefer to buy than build their own applications, the Blue Wave Application Development Platform has generated a large and growing community of Blue Wave partner-developers, with the ability to put together unique and tailored applications, in a timely and cost-effective manner.

Taken all together – the application possibilities are limitless, the potential partner-developers endless and the competitive advantage is immeasurable.

Increasing Alpha and Improving Productivity

Using Blue Wave's innovative development platform, Unigy customer and partner-developers can access application programming interfaces (APIs) – the same ones IPC® uses to create its applications – and the Unigy Software Development Kit (SDK) to develop applications that deliver substantial productivity gains and cost efficiencies. Solutions that can:

- Allow for integration with other systems and market-data feeds

- Automate and streamline manual trading processes

- Speed up repetitive tasks

- Provide deeper business insight to facilitate trading workflow

Improve counterparty customer service and retention. Blue Wave provides the tool sets to develop applications that focus on maximizing alpha creation. These applications include solutions that:

- Integrate with market leaders such as Bloomberg™

- Allow for integration with both Microsoft® OCS, as well as Lync

- Can be downloaded from the Apple® App Store, such as the Pulse Mobile application

- Ensure productivity via integration with CRM applications, such as, Salesforce.com®

- Provide integrations with leading OMS/EMS solutions

- Can run on both Apple® iOS and Android™

- Will provide for Unified CTI across virtually any communication platform

- Can provide Voice Drop or Voice Blast capabilities across to any counterparty

And as needs change, you can easily develop new apps that help propel even greater profitability. Now you can combine functionality from Unified Communications (UC), CRM (Customer Relationship Management), web applications, trading systems, order management, execution management systems, risk and compliance systems and other components to develop and deliver specialized applications to expedite the trading and settlement process.

Open Architecture Allows for Speed and Flexibility

Speed and control. Have applications created that you need, when you want them, with multiple options for developing them:

- Develop internally with your own team
- Develop with other technology development partners
- Develop with IPC's trading communications systems experts

Apps for today
What do You Want to do Tomorrow?

Already, many Blue Wave-created apps – such as SalesForce.com® CRM, QuickDial, FastFind, Microsoft® Lync integration, Apple® iOS Pulse Mobile and IQ/MAX® Sync tools have been created by customer, development partners and IPC for the benefit of all Unigy users. And as many more developers and customers join the Blue Wave Application Partner Program (APP)-many new partner-created apps are already on the way, focused on optimization, productivity and efficiency throughout the entire trading workflow.

Here are just a few of the many possibilities that customers and developer-partners are currently working towards:

- Trade reconstruction applications to meet Dodd-Frank mandates
- Combining presence with availability
- Global directory integration
- Trade execution triggers based on market event analytics
- Trade optimization with productivity monitoring in real time
- Communications enabling entire trading workflow via unified CTI
- Developing trading insight from internal/external trend information

- Analysis of all trading communications
- Trade reporting workflow to ensure compliance

As competition for customers continues to intensify, be sure you have the ability to set your traders and trading strategies apart from the rest. Unigy's unique Blue Wave Application Development Platform gives you the flexibility to work faster, be first, and more profitable when you…

- Deliver applications that capitalize on your most valuable asset – the expertise of your people
- Increase trading alphas by speeding up every stage of the trading and settlement workflow
- Integrate functionality from multiple applications to improve productivity, more easily manage your infrastructure, speed repetitive tasks and deliver a competitive advantage

Unigy's Blue Wave provides all of the pieces. You then have the tools that allow your business the ability to create or leverage partners to develop the applications and solutions to meet the challenges of trading today and tomorrow.

Blue Wave Features

Blue Wave's APIs use open, industry standard web services and are well-documented in the solution development kit, testable via an IPC developer portal and easy to deploy. Service Oriented Architecture: SOA is the flexible design principle used as the guiding approach to the Unigy platform development. SOA defines and delivers Unigy's inherent IT infrastructure for business enablement to easily integrate the wide array of Unigy applications and makes them available across the platform.

CTI APIs: Allow applications to control the turret to dial, answer, conference, hold, mute, disconnect and other call control events. APIs are based on REST and SOAP protocols and enable developers to access functionality and develop specialized applications.

Data Services APIs: Allows access to user directories and configuration data – to manage contacts, button sheets and other user data.

Unified CTI APIs: Allow applications to have call control of vendor independent platforms (Avaya, Cisco, IPC) for core telephony functions, with single interface for heterogeneous management.

Voice Drop/Voice Blast APIs: Allow applications to record and deliver messages for future playback during a call (drop) or multiple asynchronous calls (blast) and can be delivered across any telephony environment with Unified CTI.

Directory Access APIs: Allow applications to retrieve contacts and directory data from the Unigy platform to enable integration with other contact databases for faster searching.

Real-Time Call Records APIs: Allow access to real-time line status, caller ID and call logs from the Unigy platform to be shared with other applications.

Turret/Web Applications: Allow ability to design, display and control web applications to telephony endpoints via open standards-based HTML.

Software Development Kit: Get the information necessary to develop, test and deploy integrated applications. The SDK includes documentation, tutorials, sample code and demo applications.

Developer Test Environment: Developer portal supports functional testing for API-based applications. Provides tutorials to aid connecting hard and soft turrets for functional testing.

Technical Specifications:

- Universal desktop user interface extends turret capabilities
- Extensible management system for application configuration
- Service oriented architecture (SOA)
- Web Services APIs using REST and SOAP standards
- Fully-supported developer test environment
- Activity events and notifications accessible through APIs
- Login and logout credential authentication

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