

Nominee: IPC Systems

Nomination title: Unigy 360

Financial organisations are under growing pressure to have always-on, seamless communications that enable them to conduct business without interruption or delay, wherever they are located. Tighter regulations, emerging markets, and competitive pressures mean they need to work smarter and faster, with minimal overhead.

To ensure traders' interactions are quick, reliable, secure, and transparent, more and more financial institutions are embracing cloud-based models for infrastructure flexibility.

Unigy 360

IPC Systems is a global provider of secure, compliant communications and networking solutions, with more than 40 years in the financial markets community.

Its newly launched Unigy 360 is the first fully managed, resilient cloud-based software-as-a-service (SaaS) solution engineered to deliver innovative, cost-effective and powerful new capabilities for global financial market participants. Unigy 360 offers the advantages of IPC's industry-leading Unigy® platform for unified communications and applications along with the simplicity and scalability of a cloud-based solution. The solution includes the Unigy 360 app, providing reliable, secure, and "anytime, anywhere, any device" access to counterparties, liquidity sources, and trade lifecycle services.

Organisations that implement Unigy 360 become part of one of the world's largest and most diverse financial ecosystems comprised of buy-side firms, sell-side firms, inter-dealer brokers, listed and OTC liquidity venues, trade lifecycle service providers, market data vendors, and clearing/settlement firms. Regulated users within a firm can leverage Unigy 360 for mission-critical external communications and internal workflows.

The cloud: customisable and cost-effective

Cloud adoption continues to grow in the global financial markets as it provides mobility, business continuity, lower total cost of ownership, agility, and rapid time-to-market while requiring minimal upfront investments or IT support. Market participants that deploy state-of-the-art cloud-based solutions see significant business benefits and experience greater ease in meeting jurisdictional specific regulatory requirements on a global basis.

As a cloud-based solution, Unigy 360 offers scalability that allows firms to add services and users where and when they need them, with no large up-front investment of resources and costs, a rapid time-to-market, and no lengthy installation or deployment process. Unigy 360 is customisable, on-demand, and cost-effective.

Unigy 360 also supports multiple profiles that can be tailored with the features and applications relevant for a firm's individual users and their workflows. Features include customisation of common capabilities along with compliance functions such as recording and archiving for regulated users.

Firms can add optional hardware endpoints that streamline everyday tasks and design a solution that meets their specific objectives and operational needs while driving their business further. IQ/MAX Touch is IPC's advanced communications device with an intuitive touch screen interface that accelerates every aspect of voice communication while Pulse is IPC's collaboration tool intended for middle and back office personnel that provides instantaneous and seamless access to hoots and intercoms.

Providing access anytime, anywhere

Business communication no longer happens only 9-to-5 from the office desk phone. The trading environment has changed, with firms increasingly faced with managing communications across mobile devices, traditional fixed lines, and desktops.

The Unigy 360 app unifies firms' communication channels for regulated users, supporting collaboration and efficiency across the financial community. Its communication-based workflows mimic hardware endpoints but extend and enhance capabilities onto an individual's devices and integrate with Skype for Business and instant messaging applications. With Unigy 360, users have compliant mobile access to internal and external counterparties wherever and whenever they need to connect.

Specific benefits of the Unigy 360 app include:

- **A unified interface for all dial tone, private wire, and intercom workflows that provides users a consolidated view.**
- **Skype for Business integration that provides instant multimedia communications and eliminates the need to balance multiple tools with overlapping functionality.**
- **Corporate and Unigy directory integration that provides seamless collaboration across internal and external parties.**
- **A portable web architecture that enables access on any desktop computer or mobile device.**
- **Increased compliance visibility over all front, middle, and back office personnel communications.**
- **Modular applications that enable users to customise with the functions they need.**
- **All communications and capabilities delivered securely and resiliently via the underlying Unigy platform and reliance on IPC's purpose-built Connexus Cloud.**

Meeting security and compliance requirements

Data security is a growing challenge for organisations, with an increasing amount of cyber-attacks and data breaches covered in headlines on a daily basis.

Unigy 360 uses IPC's advanced technology and process security as well as built-in product and application security to prevent viruses and hacks. User authentication and counterparty verification help protect valuable information and all data is encrypted, whether it's at rest or in transit, using IPC's Connexus® Cloud. The Connexus Cloud is one of the largest secure and private networks dedicated to the financial community, spanning more than 6,000 locations throughout the world across every market segment and financial counterparty. Unigy 360 is engineered to ensure data is kept confidential.

With MiFID II impending implementation, firms anticipate major changes in the recording and storage requirements of trading communications. Unigy 360 and IPC's end-to-end compliance solutions are built with regulatory requirements in mind. Unigy 360 comprehensively captures and archives voice communications, and enables access whenever needed.

The Unigy 360 platform also incorporates compliance assurance services that can use business intelligence to automatically undertake proactive checks and provide monitoring and alarm

capabilities that ensure compliance tools operate efficiently. These assurances provide firms greater visibility and control of their data with an available audit trail for regulation purposes, if and when needed.

Unigy 360 serves as a powerful solution for addressing the most challenging communications and workflow requirements of regulated users in the global financial markets. The solution can prove pivotal in enabling price discovery, best execution, alpha generation, and liquidity sourcing for clients while mitigating operational, market, business, and investment process risks.

The on-demand, anytime, anywhere access of Unigy 360 expands IPC's portfolio for enabling a growing, dynamic community and the next wave of industry advancements.

Why nominee should win

- **IPC's Unigy 360 is the first fully managed, resilient cloud-based software-as-a-service (SaaS) solution that delivers innovative, cost-effective and powerful capabilities for global financial market participants.**
- **IPC's Connexus Cloud is one of the largest secure and private networks for the financial community, with more than 6,000 locations globally across every market segment.**
- **Unigy 360 offers scalability that allows firms to add services and users where and when they need them.**
- **Unigy 360 and IPC's end-to-end compliance solutions are built to help market participants with regulatory requirements.**
- **IPC is known for enabling a growing, dynamic community and contributing to industry-wide advancements.**