

## **New Web application for Real-Time Fixed Income Commentary and Market Data Promotes New Business Growth for Leading Global Financial Services Provider**

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### **Background**

IGI's client, a leading global Financial Services provider, had developed a cutting edge Capital Markets trading system. The client also separately offered customers extensive market commentary and market data services, but lacked a comprehensive distribution platform.

The client wanted to enhance its trading system offering by providing fully integrated trading alerts driven by real-time market commentary and market data.

The client also wanted to provide a new Website service offering, distributing their comprehensive market commentary and market data to separate subscribers as well as to their current trading customers. This new service would also serve as a source of new business development for the client's trading services.

### **Corporate HQ**

371 Hoes Lane  
Piscataway, NJ 08854

### **Business Challenge**

The rich variety of the market commentary and market data and its real-time nature would require a powerful and flexible content management and website administration system.

Integration with the client's trading system offering, as well as providing an independent subscription service for non-trading accounts, required a flexible user security and user capabilities architecture.

Real-time links were required to related new client commentary, Bloomberg and Reuters news articles and other market information sources.

### **Objectives**

Develop a new website providing the market commentary and market data services. The fullest level of information would be offered to the client's customers who were trading accounts. A new subscription based service would be offered to non-trading accounts.

Real-time market commentary and market data would be fully integrated with the client's trading system offering and would trigger trading alerts. New links in the trading system would take users to the related market data and commentary.

### **Solution**

IGI architects and designers worked closely with the client's business and technology

areas to define the business requirements, architecture, structure and content of the new website.

Detailed web page templates and screenshots were created for each page in the new website.

A new content management and website administration system providing rapid, easy and flexible entry and publication of all relevant content was developed.

The client's current trading system offering was enhanced:

- Real-time agents were developed to scan third-party new feeds from Bloomberg, Reuters and other sources and to generate alerts.
- As new commentary was released and other real-time news and market events occurred, these triggered alerts and notices in the client's trading system offering.
- Each item that is released that effects a specific instrument or subset of instruments notifies the traders by bringing attention to the relevant instrument(s) in the trading system. When the user clicks on the item, they are taken to an embedded browser window in the website framework

### **Business Benefits**

The client's current customers reported increased satisfaction with the enhanced trading system offering, providing a stronger customer relationship and increased trading through the client.

The new Market Commentary and Market Data website produced the desired new customers and trading business growth.

Total client trading revenues increased as a result of the higher trade transaction volumes.

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