

Global Financial Services Firm

CUSTOMER CASE STUDY

May 2010

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PRIME SERVICES PORTAL

"Kaazing provided a stable and scalable out-of-the-box solution that allowed us to rapidly deliver our Prime Services Rich Internet Application in a most cost-effective manner. The rapid integration of the Kaazing WebSocket Gateway into our infrastructure dramatically reduced our architectural complexity and delivered superior latency, highest performance and scalability. Kaazing provided key infrastructure to support our high-speed, mission-critical web application. They were a clear choice as a critical component of our customer portal."

- Director of Development, Global Financial Services Firm

Prime Services Portal

This client provides equity/fixed income Prime Brokerage services to hedge funds, money managers, professional traders, broker dealers and '40 Act funds. It is a global leader in the financial services industry and operates in over 30 countries. It has long been considered by the financial services industry at the forefront of technology innovation and user satisfaction.

Challenge

Traditionally, financial services firms have provided its services to customers via proprietary systems and dedicated within a closed environment. This was an acceptable practice, and one that the firms used as a way to differentiate its services and keep its clientele loyal.

Even with the advent of the Web introduced nearly two decades ago, firms continued to justify this practice because the users of such systems required real-time information for financial transactions.

Today's generation of users expect so much more than that. To keep them loyal, a firm needs to deliver a compelling and integrated user experience as well as real-time data, in an environment that is easy to use, maintain and access.

Global Financial Services Firm
New York City, United States

Type
Private

Industry
Investment Services

Employees
1,400

Customers
5,000+ Institutional

Kaazing Products & Services
Kaazing WebSocket Gateway
Kaazing Global Support

Kaazing Partners
Eikos Partners
www.eikospartners.com

Key Benefits:

Direct and easy web access to
RMDS Market Data

Easy integration with existing
real-time data services

Significant reduction of
architectural complexity

Direct and easy access to
existing XMPP servers

Uniform client and server
architecture reducing total
cost of ownership (TCO)

HTML5 standards-based
mitigating vendor risk

Superior scalability and
minimal latency

Reduced time to market

Recognizing this trend, this client's Prime Services division investigated new ways to deliver its customers with a best-of-breed user experience integrating all asset classes into one single real-time Prime Brokerage Web portal. The portal would expose a comprehensive set of real-time services provided by the client. These services included real-time data, alerts, and quotes utilizing the Thomson Reuters RMDS data service, and online collaboration with support for standard Web chat (XMPP) communication. In addition, the target deployment had to be measured in months for competitive reasons.

Solution

Product Evaluation

The client needed technology to reliably provide its customers with accurate real-time information over the Web by standardizing on a uniform client and server platform. The company performed a market analysis and based on this analysis selected vendors for evaluation across various integration scenarios. They used these scenarios to evaluate the stability, usability, and performance of the different solutions - and the breadth and depth of each vendor's technical ability.

Based on an exhaustive evaluation, this client chose Kaazing WebSocket Gateway with support for Thomson Reuters RMDS and Kaazing Global Support services. The key decision maker explains why his group selected Kaazing.

"Getting market data to our customer in an easy accessible, efficient, and low latency manner defines our business," he says. "Having to navigate all the Web technology obstacles, such as proxies and firewalls, to deliver on this makes the goal difficult. With Kaazing's solution we can stream our market data to our customer across the Web and have confidence our services are delivered to our customers. There is no longer anything holding us back to continue to innovate and deliver on our goals."

Business ROI

For businesses trapped in old Web technologies the cost of keeping up with competition far exceeds the cost of just keeping the lights on. Choosing Kaazing meant substantial cost savings in development time to bring the Prime Brokerage service to market. With Kaazing's WebSocket Acceleration™ technology the transparent navigation of firewalls and proxies reduces the client's in-house support costs, and built-in support for RMDS market data makes service deployment much easier.

Improved performance and lower latency enables the client to provide better Quality of Service and differentiate themselves from competition in the marketplace.

Kaazing's focus and technical leadership in HTML5 communication and its uniformed and flexible architecture means that the client can rely on a future proofed solution and easily adapt to a fast changing market to capture more clients and new revenue streams.

For more information, please visit www.Kaazing.com or contact our sales organization (sales@kaazing.com).