

# e-FOREX

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## More signal less noise

Machine Readable News  
gains more traction in FX

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A game changer in FX brokerage



## Barclays launches BARX Gator

Barclays has launched BARX Gator, a new execution tool for clients, which brings together spot venues and combines them with BARX PowerFill orders and Barclays own liquidity. BARX Gator was built for Barclays spot traders and road-tested in-house for a year. It is a smart order router that can also simplify complex workflows by converting all fills into one spot ticket. Over 170 currency pairs are available.

Tim Cartledge, MD, Head of BARX FX Trading and Global Head of Spot Trading and Head of FX Trading for Asia, said, “The power and technology behind this tool are unique with algorithms that work for clients to get them better fills, particularly on non-standard crosses. BARX Gator



Tim Cartledge

brings multiple FX markets together in one place for clients, enabling them to have a true view of a fragmented market.”

## Dukascopy Bank SA and İntegral Menkul Değerler collaborate

Dukascopy Bank SA has announced a partnership with İntegral Menkul Değerler, the largest broker in Turkey. This additional White Label collaboration reinforces the strategic development of Dukascopy Bank SA as a provider of White Label solutions to banks and brokers. Alain Broyon, CEO of Dukascopy Bank says: “We are very proud to partner with İntegral Menkul and provide the Turkish market with our advanced trading platform. Residents of Turkey will be able to benefit from our Swiss-made trading technology in their local environment.”

## xFSOL launches new trading hub

xFSOL has launched its new trading environment, X3 Open Hub, which comes pre-bundled with the company’s xSocial, xStore, mobile and tablet trading applications. X3 Open Hub is a completely open trading



Juan Jutgla

concept. Brokers can differentiate from their competitors by creating their own proprietary front ends, mobile applications or dedicated apps for their clients. It also comes powered with the latest in cloud hosted forex technology which allows brokers to bypass the exorbitant cost of local servers and the administrative fees that it takes to maintain them. All of this is packaged with no processing fees or shared revenues.

“In 2012 we all saw how the global climate affected forex trading volumes making it increasingly difficult for brokerages to maintain a competitive advantage and find new revenue streams” stated Jutgla, Head of Global Institutional Business, at xFSOL. “That is why we have spent the last few critical months dedicated to developing this ground breaking technology for our clients.”



Kivanç Memişoğlu

İntegral Menkul’s CEO Kivanç Memişoğlu states: “Our partnership with Dukascopy Bank is an important step for our continuous improvement on flexibility and stability in our services. We believe this new platform will attract customers’ attention rapidly and find its deserved reputable place in the Turkish FX market.”

## Dukascopy Bank partners with Ava Trade Japan

**D**ukascopy Bank SA has announced that it is collaborating with Ava Trade Japan, a leading broker which will offer Dukascopy Bank SA's trading technology with the same data feed to Japanese residents.

Alain Broyon, CEO of Dukascopy Bank says: "We are very enthusiastic about starting a promising collaboration which will allow Japanese-based clients to use Dukascopy Bank SA's trading technology and unique data feed. Partnering with Ava Trade Japan will give clients the possibility to continue having access to the Jforex



**Alain Broyon**

platform where all clients have the same trading rights and the same datafeed."



Luis Sanchez

*“The cost is the principal element; profitability and margin are key factors. Technology that allows flexibility is a must...”*

risk to the reputation of the counterparty must be considered as an important factor.”

Olivier Virzi, COO of Olfa Trade, picks up on the point that flexibility is an important feature for any modern financial software: “This includes flexibility in the management of liquidity providers and in the liquidity they provide, flexibility in platform installation and interface, flexibility in the types of API connections the platform can assume, and flexibility in the kinds of in-house programmes the system can integrate with. Other important factors are the speed, stability, efficiency and of course the capabilities of the platform,” he notes.

### Selecting a service

There are multitudes of factors influencing a broker’s decision in selecting a white labelled FX service, comments Hu Liang, senior managing director and head of e-Exchange Asia-Pacific at State Street Global Markets. The starting point is to look at the client segment of the broker. If the broker is institutionally focused and trading on credit, then the service requirements and performance characteristics would be quite different from those brokers focusing on retail clients, which in turn would require a real time margining service instead of a credit module, Liang notes, adding that the scaling requirements and performance characteristics of these two segments are quite different.

Liang says institutionally focused brokers tend to have fewer clients that trade more frequently, which could include high frequency traders and model traders. The platform therefore may not need to handle large user numbers, perhaps a few thousand per broker, but it would be expected to handle large trading volumes from those clients, a feature Currenex refers to as vertical scaling.

Retail focused brokers, on the other hand, have many more clients, some in the hundreds of thousands per broker, observes Liang. He says these users do not log on each day and most will only trade a handful of times per day but stay logged in to monitor the market and their positions. In this case, while absolute order processing time might not be as important as the institutional case, the white label platform must scale to handle potentially huge numbers of simultaneous logins, requiring real time margining of all user positions. Liang says this is a very different technical challenge compared to the institutional scenario. Currenex calls this horizontal scaling.

Liang continues: “Beyond these two performance factors, there are still many others to consider. A broker’s current and expected client size would greatly affect service provider selection. A broker’s capital structure and jurisdiction, which would greatly affect



Hu Liang

*“The white label system must provide the right combination of features, flexibility and protection that allow the broker to implement the desired trading strategy for success.”*