



BT Unified Trading

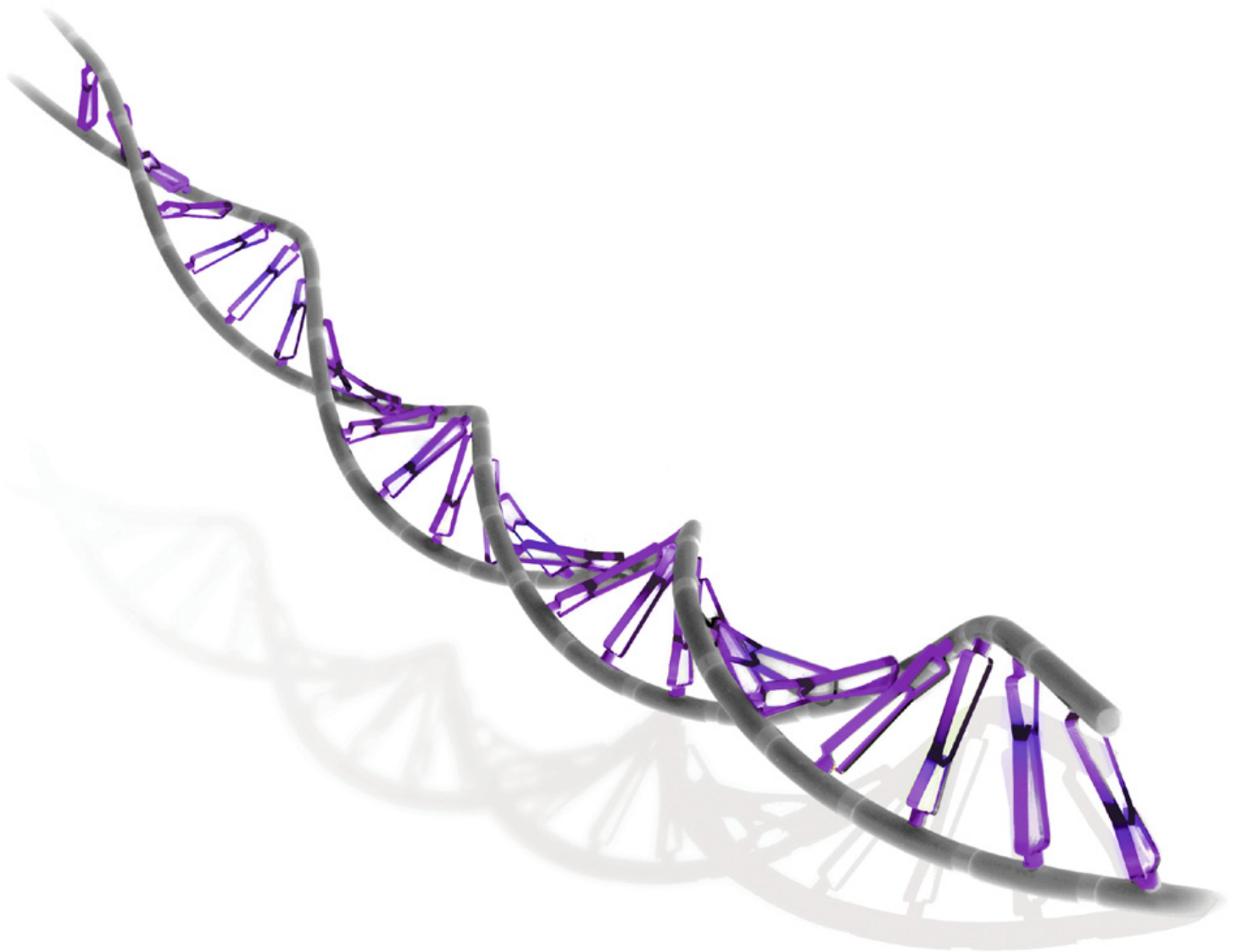


The future of Trading Communications

With BT Unified Trading, BT has set the benchmark for the next decade by bringing to market a powerful, cost-effective, software-based cloud-compatible trader voice, multi-media and collaboration solution.

Designed to give market professionals the flexibility to interact, collaborate and trade securely – and with greater compliance – via multiple communication channels, across their enterprise and with their clients and counterparties.

BT's vision for financial markets is now a reality, where people in the markets can interact, collaborate and trade, over multiple channels, securely and compliantly, globally. BT has moved the fabric of the markets into the network creating an "Intelligent Network", where banks, brokers, buy-side and service providers can self-provision the services they need when they need them. Securely, compliantly. **The future today.**



The future is in a globally connected marketplace

BT sees a globally connected marketplace enabled through cloud-compatible services provided via an “Intelligent Network”. Refocusing time and energy back to customers and away from technology. Moving from disconnected colleagues, markets and clients into a connected global community, facilitating the hunting and spotting of opportunities, faster collaborative decision-making and the offering of differentiated services.

BT Unified Trading is an end-to-end set of tools and services that fit the evolving trading landscape. It provides market participants with the solutions they need to retain and grow clients and to flex their business technology, all within an ever more rigorous regulatory environment. BT Unified Trading is an integrated solution for:

- Communication
- Collaboration
- Compliance

BT’s ground-breaking offering enables market participants to interact, collaborate and trade over multiple channels, including voice, IM email, video and SMS, securely and compliantly.

Integrated with the BT Radianz cloud, the leading financial markets network serving more than 15,000 connected sites across 60 countries.



BT Unified Trading communication

BT Unified Trading enables managed peer-to-peer SIP-based communication from trading floor to trading floor across BT's global, secure, "intelligent network". This brings together trader voice services and trader voice platforms into one end-to-end integrated global offering. The solution supports multiple communication media and devices, from BT Netrix to mobiles, and is ideal for supporting regionally distributed trading floors and improving BCP, agility, mobility, time to market, and access to emerging markets. BT Unified Trading is standards based, delivering a non-proprietary, open architecture through software-based network components, compatible with your existing communications infrastructure.

An End-To-End Solution

BT Unified Trading brings together trader voice services and trader voice platforms into one end-to-end integrated offering, with the BT Unified Trading voice service providing trader voice and multi-media communications with your counterparties and clients across the BT Radianz Cloud, with the BT Unified Trading session manager controlling those communication sessions within your trading floor.

BT Unified Trading private wires

The BT Unified Trading private wires provides virtual IP private wires for trader voice and multi-media communication to your counterparties and clients across the BT Radianz Cloud. It gives you access to the world's largest connected community of over 15,000 connected sites in more than 60 countries.

The BT Unified Trading private wires gives you the reliable and "always on" access to the markets of traditional point-to-point private wire voice circuits, but with far greater flexibility for supporting the dispersed trading floors and remote data-centres of a modern trading environment.

The ability to instantly redirect virtual circuits to an alternative location gives you much improved business continuity and keeps you in the market. Not only are you able to use the integrated web portal to set-up disaster recovery plans which enable you to move subsets of circuits to alternative locations yourself, you can test those plans in the evenings and weekends with the click of a button.

The web portal also gives you the ability to self-provision virtual IP circuits to your clients and counterparties to get you to market faster. And you benefit from online visibility of your complete inventory and online performance and usage reports.

The BT Unified Trading private wires gives you the best of both worlds: it is a native SIP/IP service in the core network with IP/SIP interfaces in to your trading floor; but it also provides E1/T1 gateways to existing voice trading switches and TDM trader voice networks, ensuring you stay connected to your existing community and can migrate your current TDM trading floor infrastructures at a pace that makes sense for your business.

Perhaps most importantly, BT Unified Trading means you now have the choice of a truly global alternative supplier of mission critical trader voice services, giving you cost-effectiveness and diversity.

BT Unified Trading session manager

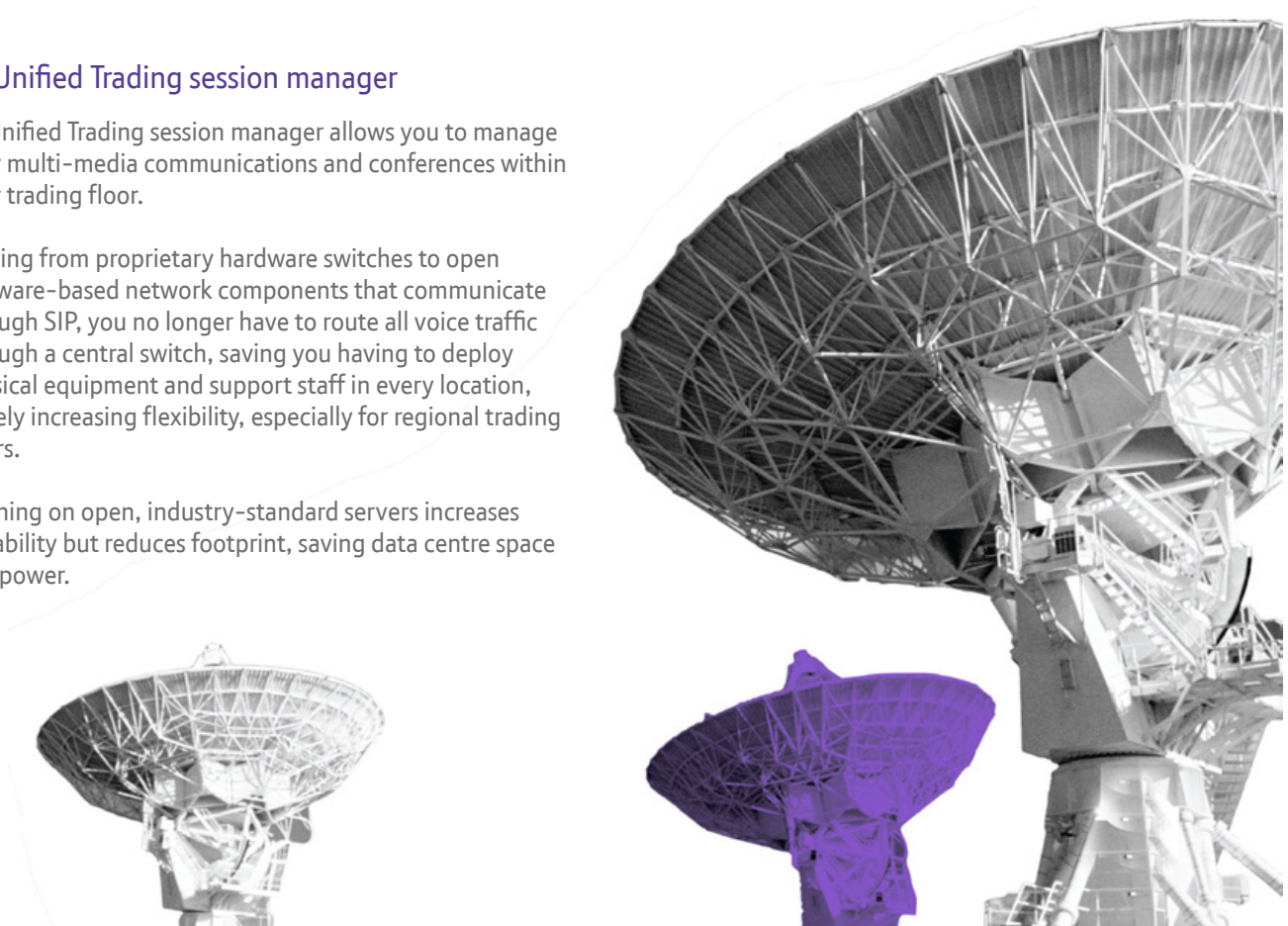
BT Unified Trading session manager allows you to manage your multi-media communications and conferences within your trading floor.

Moving from proprietary hardware switches to open software-based network components that communicate through SIP, you no longer have to route all voice traffic through a central switch, saving you having to deploy physical equipment and support staff in every location, hugely increasing flexibility, especially for regional trading floors.

Running on open, industry-standard servers increases scalability but reduces footprint, saving data centre space and power.

The highly scalable and resilient design means you can support your entire global trading floor operations through virtualized distributed clusters. Not only does this give you significant improvements in business continuity, it supports trader mobility as never before.

Accessible through your tried and trusted BT Netrix turret, with its powerful and familiar user interface and with an ability to lineshare with existing BT ITS voice trading platforms, you are able to leverage your existing investments and evolve to this next generation platform at a pace that suits your business.



BT Unified Trading collaboration

Clients today expect to be part of the decision-making process. They expect in real-time to view trading scenarios and move immediately to order capture. BT Unified Trading offers advanced collaboration tools that allow trading professionals to reach colleagues and clients in an instant through simultaneous and multiple video, IM and voice sessions. The ability to rapidly invoke and share supporting applications and information at the desktop and on mobile devices gives context to the conversation, enabling trading teams to spot opportunities quickly, make faster more informed decisions and provide differentiated services to their clients.

BT Unified Trading allows all communication flow to be securely integrated with information and applications on desktops or mobile devices. Making it easy to manage simultaneous interaction with colleagues, clients and counterparties over multiple communication channels. Rapid access to information and the ability to share supporting information and applications, enables faster, more informed decision-making, allowing you to provide differentiated knowledge and advice to your clients.

BT Unified Trading gives you the freedom to build and integrate bespoke collaboration solutions across your enterprise and to the market via the BT Unified Trading api, in addition to plug-ins to third party applications. The solution also seamlessly integrates with BT's federated directory providing identity management and the trust you require.



BT Unified Trading compliance

The regulatory landscape is changing, and often unilaterally, with one set of regulations on retention of voice and data in one region, and a completely different approach in another. New legislation, such as the Dodd-Frank Act and Basel III, increases the levels of complexity that institutions have to manage, with the added complication of regional differences in expectations and responsibilities.

Managing compliance and handling varying retention policies across an entire enterprise can place great strain on infrastructure and budgets. Allowing businesses to respond to market or regulatory changes in a flexible, scalable manner requires an integrated solution.

Record, archive and retrieve

BT Unified Trading allows you to record, archive and retrieve all forms of communication and collaboration in line with regulatory compliance and the latest fixed and mobile recording regulations. Providing the facility to record voice, IM, email, SMS and video across any device – from the desktop to mobile and securely store all recordings within your network, in BT's cloud, or in a hybrid model of the two.



Devices

Specialist Trading Floor Devices

The award-winning BT Netrix is a state-of-the-art desktop device designed for the rigorous demands of the trading floor. It is used by one in three traders worldwide, amounting to more than 68,000 traders in over 800 trading firms across over 60 countries, entrusting their mission critical communication to BT

Fast, powerful and easy to use: the device is packed full of features accessed through an intuitive user interface with simple controls and colour displays, available with touchscreen and button options. Up to 60 comprehensive coloured key labels accessing over 5,000 lines enable users to identify and answer client calls and to know who their colleagues are communicating with. The context-sensitive interface guides the user through the wide range of functionality, clearly showing when functions are available. The handset, too, has controls to scroll through options and speed keys.

High quality audio: the combination of high quality custom speaker cones, acoustic enclosures and all-digital audio handling circuitry delivers outstanding audio quality on all speakers, including the integral speaker on the Command Module. The device also includes a revolutionary 'array microphone' designed to focus on the user's voice and reduce background noise. Alternatively a fixed or free-standing 'stalk' microphone can be used to talkback. Using high power DSP processing, all speakers provide exceptional open-line performance.

Modular and flexible: the modular design of the BT Netrix, with individual units, allows users to tailor the device to their exact needs. It also provides for stress-free upgrades and repairs. Each user has access to up to 300 key pages that can be applied to any of the banks of 20 keys on the multimedia device Command Module or the Expansion modules. Each bank is paged separately, ensuring that important lines and other events are always on view. Each bank can also instantly show call and event activity or the available pages in the form of an index. BT Netrix is the first ever desktop device able to offer both TDM and SIP connectivity to the host communication servers, giving firms the ultimate in flexibility and providing backward compatibility to the next generation platform.

Devices continued

Business Continuity & Mobility

BT keeps you in the market whether you are at your desk or on the move, as well as ensuring you have business continuity through unplanned events. By extending access to a range of devices, including smartphones and a BT Netrix iPad client, our customers can stay in the conversation even when they step away from their desks. This functionality is delivered securely and compliantly, with centrally controlled recording voice service for regulatory compliance.

BT Unified Trading voice can also be delivered through BT Netrix web, a soft-client, giving traders full access to voice services, even from remote branch locations. New and BCP circuits can be instantly activated to mobile devices or soft clients, ensuring that your business is prepared for all eventualities.

Extended and off-floor access

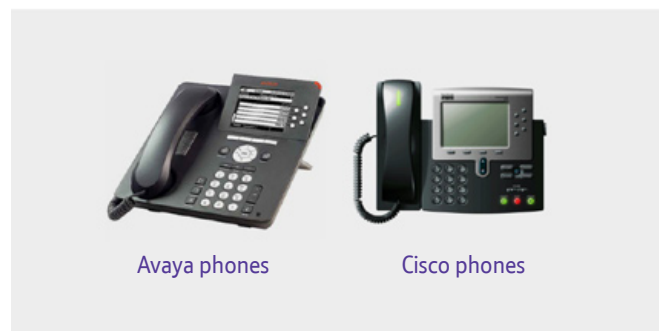
BT Unified Trading allows employees on the operating floor to access turret capabilities – trading lines, Hoot n Holler, Intercom – on alternative devices. The service provides unlimited “line sharing”, so that employees using any device, anywhere, can access every line/conference, providing cost-effective team working from front to back office.



BT Netrix Web



BT Netrix for iPad



BT Unified Trading project delivery & management

BT has a 30-year history of successful mission-critical implementation and system integration projects for the world's largest banks, brokers, exchanges, investment managers and data vendors. BT specialises in:

- Building moves and migrations
- In-situ upgrades
- Moves, adds, changes
- Single site to full global change-outs
- Standalone system to integrated voice trading platform, IP PBX, voice recorder and enterprise network

Delivering exceptional levels of service, our customers are consistently impressed with the results. "With BT, I get access to a whole team of experts, all backed by great project management. The project has been really well executed. Right from the start everything was planned down to the last detail," explains Harry Weber, Managing Director, Trading Services and Telecommunications NYSE Euronext

Expert project delivery & seamless management

BT has a firmly established Project Office approach, comprising a detailed project methodology and risk management methodology. Prior to embarking on a project, BT will conduct user interviews and produce detailed planning, as well as providing training for your staff.

Naoki Shirao, Chief Executive Officer, The Totan Information Technology Company, comments: "We were impressed with the capability of BT to lead project planning activity and its seamless management of other vendors and carriers. We had strong support at all levels and BT on-site staff provided very effective communication and interaction from start to finish. BT managed the whole relocation without any delays, including the cut-over of nearly 2,000 mission critical financial trading circuits with zero disruption and no loss of service."

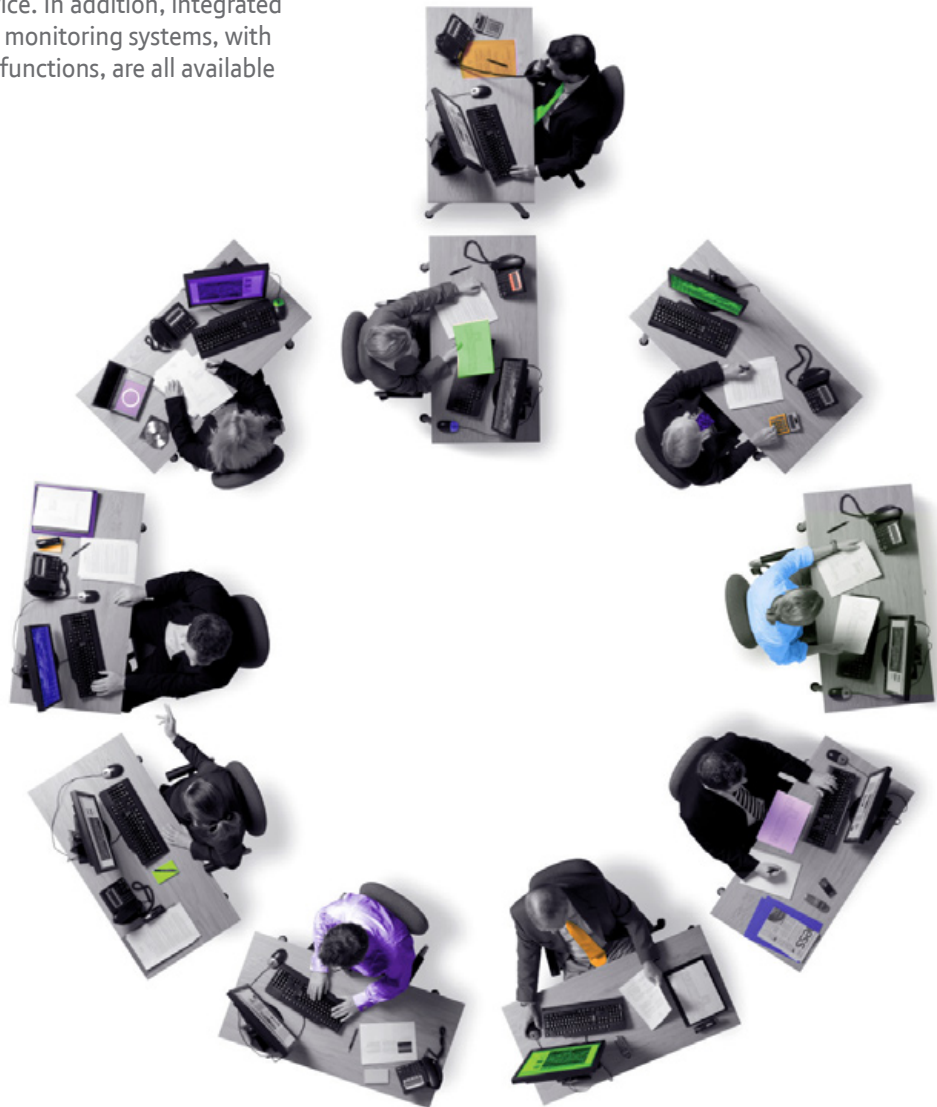
Experienced managed services

BT's dedicated and experienced global team continues to provide ongoing managed services for the global estates of some of the world's largest investment banks, providing them with the technical expertise and support they demand so they can focus on their business, not the underlying technology.

BT Unified Trading global assurance & support

BT provides customers with a dedicated and experienced global team covering every trading centre across the globe. Our on-site and rapid-response despatch services operate on a four-tier scale (bronze, silver, gold options and bespoke solutions).

Specialist BT Network Operations Centres offer round-the-clock support service for help with queries and fault management. Located in the UK, US and Asia, they operate a follow-the-sun model, ensuring that queries are promptly answered and faults are urgently repaired. Third-line product experts, software support and maintenance are all integral parts of the support service. In addition, integrated third-party trouble ticketing and monitoring systems, with troubleshooting and diagnostics functions, are all available as part of BT Unified Trading.



BT: Setting the pace for the next decade

With 30 years' experience of providing mission-critical voice, data and hosting to many of the world's top exchanges, investment banks, brokers, asset managers and hedge funds, BT is a world leader in financial technologies and the partner of choice to the financial services industry. One in three traders worldwide use a BT turret, amounting to more than 68,000 traders in over 800 trading firms across over 60 countries, all entrusting their mission-critical communication to BT.

BT Radianz Cloud is the world's largest secure financial services 'cloud' community supporting over 15,000 global financial sites delivering application services from over 400 leading service and content providers. The world's top exchanges, top global broker-dealers, top global fixed income securities firms, the world's top investment managers and the world's top hedge funds are all part of the BT Radianz Cloud.

Through a programme of continuous innovation BT delivers a clear vision, strategy and roadmap, helping clients deal with today's demands for agility, flexibility, customer focus, risk management and compliance. Combining core strengths to design and manage solutions to meet market demand, BT wields financial strength with global scale and reach, serving our clients globally and delivering locally.

Our award-winning portfolio of services have been honoured in the World Communication Awards 2011, Financial-i Awards 2011 (Most Innovative Cloud Computing Solution), Telecom Asia Awards 2011 (Best Managed Service Provider), and FST Awards 2012 (Cloud Computing: Innovation of the Year) as well as picking up awards from FOW and Waters Rankings.

To find out more about how BT Unified Trading can transform your business, visit bt.com/unifiedtrading.



Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract

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