

Case Study

STANDARD CHARTERED BANK

Singapore

Branch

Trading Floors

Project

The deployment of the WEYTEC oneDESK solution to streamline trader desktops at Standard Chartered Bank in Singapore.





Client

Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 80,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

Challenge

Standard Chartered has a number of initiatives to continually optimise its internal operations – from environmental, ergonomic, visual and ongoing support perspectives. Standardisation of the desktop screen configuration on the trading floor is a key goal because standard screen layouts simplify support, reducing screen count saves power, and uniformity gives staff a more pleasing working environment. A single row of screens on the trading desks has been made an absolute requirement to give line-of-sight trading.

The traditional deployment of market data services uses dedicated screens to display trading applications. Apart from being physically different, they are often mounted to the side and above the PC screens, ruining line of sight and compromising the screen space available to the user for their local PC.

Standard Chartered Bank in Singapore is the first site to go live in the global deployment of the WEYTEC oneDESK Solution.

Solution

WEY Technology worked with Standard Chartered to integrate both market data and transactional services that traditionally require dedicated screens on the PC desktop. The goal was to standardise the desktop screen array and eliminate proprietary keyboards.

"Capture" technology is utilised to present market data screens in windows on the traders' PC desktop, and the user interface is designed to integrate the services as far as possible into the Windows environment. This means that the user is able to treat the normally separate services such as Bloomberg, Thomson Reuters, Dealing 3000 and EBS as part of the desktop. Simply clicking on the target

Facts & Figures

WEYTEC oneDESK Suite

- 80 Desks / 320 Screens
- Capture
- Focus

WEYTEC Keyboards

- 80 MK06



window activates the WEYTEC keyboard to control that service. The solution is an integral part of the WEYTEC oneDESK suite of desktop integration tools.

"Focus" technology means that other applications on the PC can also control the MK06 Keyboard, providing each user with application specific function keys and the ability to tailor the keyboard to their exact requirements easily. The Focus solution is part of the WEYTEC oneDESK suite.

Benefits

The WEYTEC oneDESK suite incorporates Capture, Focus and the MK06 Keyboard to solve the screen dilemma on the SCB trading floor. Standard Chartered trading desks are now configured with wide panel screens, providing the traders with all the essential trading tools on fewer screens and using less power, enabling true line-of-sight trading in a tidy environment – all this with over 35% increase in usable PC desktop space.



MK06 Keyboard
in the foreground

The traders also enjoy a more efficient workspace, using either keys or the mouse to switch between trading services and other applications, empowered to work the way they want to work.

Testimonial

Anthony Hodge, Head of FM Infrastructure Solution Design at SCB comments: “The positive feedback from our traders has given us more reasons to replicate this to the rest of SCB’s major hubs (HK, UK, UAE, NY) on demand basis. WEYTEC oneDESK solution simplified the use of complex trading applications, removing the need for additional dedicated monitors traditionally used for these standalone systems and allowing traders to use single keyboard and mouse to control multiple PCs making their life simpler and more efficient. WEYTEC oneDESK is definitely one of the best technology solutions we have implemented.”