



Unigy[®]

A single, integrated platform for unified communications, trading workflow and compliance



Connecting opportunities

Unigy takes your trading communications

Beyond next-generation

As exchanging information becomes ever-more critical for today's market participants, so does the power and flexibility of their communications platform.

That's one of the many reasons so many firms around the world have already chosen IPC's Unigy®.

In an ever-more regulated trading environment that platform must also be secure and certified, compliant, developer-friendly, reliable and scalable for core and future capabilities. **That's Unigy.**

Unigy is a ground-breaking, unified, integrated platform for both trading communications and compliance.

Achieve greater productivity. Control operational risks more easily. Gain competitive advantage. We've created an industry game-changer designed to change the way you work – for what's best for you.

From traders to risk managers to the CIO. From analysts to researchers to those on the edge of the trading floor. From small hedge funds and investment management firms to global banking giants, Unigy can make your communications and your business better.



Powerful and Flexible

Unigy goes beyond the traditional focus of just trader and turret to deliver a platform that can power new workflows, accommodate compliance and security requirements, be customizable to individual preferences as well as flexible to integrate the desired innovations and applications of users throughout your enterprise. Unigy is designed to broaden the scope of the communications platform to include:

User Productivity – the ability to increase speed, accuracy and security with applications for single sign-on, self-service workflows, group conversations including IM to voice and vice versa, calendar and conference bridge integration, salesforce.com CRM integration, Skype® for Business integration and real-time speech-to-text transcription.

Operational Efficiency – for gains throughout the firm, applications for user provisioning (joiners and leavers), credential management integrated into IT workflow, automated inventory analysis and management, platform utilization and voice quality analyses and more.

Compliance and Security – a growing number of applications to proactively address compliant communication needs and protect the privacy of important information and data.

Scalability – can easily expand to support thousands of users across multiple continents, yet efficient and effective for smaller, more local firms as well.

Business Intelligence – helpful apps that provide metadata services, call and workflow analysis, return on investment analysis and per user billing reports and analysis.

For you – to merit a change, to justify an investment – Unigy has to be powerful and flexible, a true industry game-changer...and it is.



Power greater productivity

Easy collaboration gets trades done faster

The Business Challenge: Today's trades usually have much greater complexity, yet must be executed under ever-growing regulatory requirements. Greater collaboration with analysts, portfolio managers, risk managers and others is essential to ensure both compliance and profitability.

Unigy can simplify connectivity across your firm so traders can collaborate quickly with whomever and wherever they need to complete a deal with both accuracy and profitability. Connect to economists, compliance officers and more in the middle or back office or edge of the floor – whomever is essential to get a deal done faster.

Augmenting and accelerating Unigy's unique capabilities is the IQ/MAX® family of communication devices, including IQ/MAX Touch. Unigy integrates a turret and PC and

transforms them into one powerful tool with the flexibility to be customized to each user's workflow.

Unigy also helps break down the communications silos to allow easier transition between communication modes – IM, video, chat, and email. Never before has there been this much integration and power to connect, collaborate and to close the deals that keep clients satisfied and revenue growing.



Fulfill regulatory requirements

Simplifying compliance and advancing security

The Business Challenge: Keeping your company compliant with ever-increasing regulations can be daunting. Enforcement and penalties are on the rise. Is your communications framework flexible enough to integrate with new compliance innovations?

Recording, archiving and retrieval of trading communications – not just voice, but mobile, IM, email and more – is just the beginning of growing regulatory requirements for financial firms. With Unigy you can operate with just one source as the foundation for managing these communication needs and regulatory requirements.

IPC's Unigy provides you the communications platform to be proactive on compliance and to take advantage of advanced technologies designed to simplify compliance mandates. It can easily integrate with existing and emerging information governance solutions, including applications that can support enforcement of communications policies and real-time surveillance of calls.

Security is also a top concern. Unigy can help there, too. All communications are encrypted and secure. Protecting information is essential and Unigy can easily accommodate applications such as those for biometric authentication and counterparty identification.



Create custom apps

Developer-friendly Blue Wave for smarter, faster trading

The Business Challenge: Gaining competitive advantage is critical. Whether it's the ability to serve current customers better or completing trades faster to generate more revenue each day, today's trading firms must create integrated applications to deliver an operational edge.

Unigy's integrated platform for communications and applications gives you the capability to use out-of-the-box apps from IPC® – such as QuickDial and FastFind – to speed trader workflow, or develop custom applications that are exclusive to your business using Unigy's Blue Wave® Application Development Platform.

Unigy's Blue Wave Application Development Platform is an open, REST APIs standards-based environment that allows integrated communications functionality to be embedded into applications that support your trading tasks or other business operations.

By using Blue Wave, Unigy customers can access APIs and the Software Development Kit (SDK) to create applications that deliver substantial productivity gains and cost efficiencies by:

- Streamlining manual processes
- Speeding up repetitive tasks
- Providing more information to facilitate workflow
- Improving customer service and retention
- Integrating with other systems and data feeds

The possibilities are limitless. The potential competitive advantage is immeasurable. Most important, you are in control with multiple options for creating apps the way you want:

- Develop internally with your own information technology team
- Develop with IPC's trading communications systems expertise
- Develop with other external technology partners

With Unigy's Blue Wave, you are ready to meet the challenges of today's trading and tomorrow's too.



Improve operational efficiencies

Better BCP and business management

The Business Challenge: Traders must continue to trade. Ensuring access to customer liquidity is a must. But finding affordable BCP – business continuity planning – solutions have not always been attainable; especially for smaller firms or branch locations until now.

Unigy's 100% uptime and complete BCP failover combine to give you the most adaptable and affordable business assurance available today. Here's how Unigy helps reduce disruption risks.

Resiliency – Unigy's comprehensive "virtual mesh" architecture ensures resiliency across your entire trading solution and applications suite. So, regardless of whether a minor or severe outage occurs, the built-in redundancy automatically takes over.

BCP – the simplified architecture with inherent BCP means now even small to medium-sized trading floors such as those at hedge funds and investment management firms as well as large global banks can ensure business continuity based on their budgets, policies and risk tolerance.

Maximum Uptime – installation of new lines, features, or fixes to the system can be done at any time without disruption of service.

Additionally, Unigy's line sharing capability enables integration with existing systems and collaboration with PBX users. And, software-based Unigy has a small footprint and is more energy efficient, saving firms space as well as power and cooling requirements.



Evolving to Unigy – at your own pace

IPC has made migrating to Unigy easy – designing it with the ability to leverage current investments and evolve in whatever way is best for your business. Contact your account representative for all the details about Unigy’s many unique advantages, its’ architecture, scalability and flexibility, and interoperability for exchanging information reliably and securely – worldwide.



About IPC

IPC is a technology and service leader that powers financial markets globally. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With customers first and always, we collaborate with each to understand their individual needs to help make them secure, productive and compliant within our connected community. Through service excellence, long-developed expertise and a focus on innovation and community, we provide agile and efficient ways for our customers to accelerate their ability to adapt to the ever-changing requirements for advanced data networks, compliance and collaboration with all counter-parties across the financial markets.

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