

Financial Case Study

Overview

Industry: Financial
Customer size: 300 employees
Countries: UK, USA
Industry: Financial

Customer profile

Independent corporate broking, advisory and trading house focusing on mid & small-cap companies.

Business situation

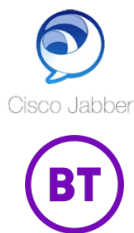
Previously using legacy Etrali PBX platform; and moving premises. Requirement for replacement LAN, telephony platform, trading turret and voice recording.

Solution

Cisco network, Cisco UCM PBX back bone with BT dealerboard system for trading and Redbox for FCA compliant recording

Benefits Realised

- Increased end-user productivity
- Consistent user experience across variety of devices through system integration
- Site Resiliency
- Agile, flexible and fully customisable dealer boards
- Service benefits through the introduction of SIP
- Increased IT expertise and operational efficiencies.



For further details about this case study and to learn more please contact:

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Finance company comes to the forefront of telephony and trading systems to tackle ever changing market conditions head on

An independent and full-service broking and advisory house with an exclusive focus on UK mid and small caps. With unique partnership model with over 75% of equity held by its employees. This powerful ownership model creates a truly collegiate environment in which its staff are aligned and committed to building long-term relationships with clients.

The firm offers corporate, research, sales, sales trading, market making and fixed income services, with offices in London, New York, Manchester & Edinburgh.

Situation

Following a relocation, the business decided this was the perfect opportunity to modernise their ageing telecoms infrastructure and bring the organisation to the 21st century. The key requirements being a fully **resilient, reliable** PBX platform which catered for **trading** platforms and **FCA compliance** voice recording.

They understood that in the ever-changing world of technology to stay one step ahead of its competitors they must provide the latest communication platforms that complement the time critical requirements of the financial industry.

To that effect the proposed system had to meet these key user efficiency targets whilst maintaining strict FCA compliance.

Solution

Given the business-critical nature of voice services Vyanta recommended the core underpinning service to be the **Cisco UCM platform** (multi-node multi-site). Not only will CUCM provide an industry leading resilient PBX, the integration capabilities allow for a multi-vendor solution with rich **collaboration** possibilities to meet the business goals. For external connectivity, **CUBE** gateways for **SIP** and **STX** services; and **Cisco Jabber** for rich **collaboration** services.

Leveraging the CUCM PBX through SIP integration is a BT dealerboard platform; the BT turret is a touchscreen device with powerful trading tools. All standard calling features are provided by CUCM and so the platform is fully integrated providing cross vendor feature rich services.

For **FCA** compliant recording **Redbox** has been deployed. Redbox is fully integrated with both Cisco and BT – offering Cisco DMS recording and BT Active recording with playback on turrets. Redbox has been leveraged to also provide Mobile Voice Recording and transcription services for efficient analysis.

Benefits

The client's primary goal was to replace their existing telephony estate with industry leading vendors, with integration capability to empower users and improve efficiencies.

The solution has led to greater **end-user productivity** by ensuring all employees are able to to **communicate** across the organisation. All users can call between Cisco, BT, PSTN and STX calls – with the added ability for advanced supplementary services across the estate – chat, audio, video, conferencing – anytime, anywhere.

All vendors within the solution are not constrained by physical boundaries and therefore the satellite offices are able to leverage the London estate, reducing business overheads.

With the introduction of SIP over traditional analogue services the client has benefited from lower operational costs, number flexibility and cross site resiliency, in turn providing them with full telephony capability in a DR scenario.

Further cost savings arrive by leveraging both NY and UK SIP trunks, providing local calls from both regions.

The BT trading platform now provides users with advanced dealer board services with the ease of touchscreen technology.

Security is of paramount importance, and with Cisco underpinning the entire collaboration estate, the client can be confident all data (real-time and stored) is fully encrypted to the highest of industry standards; and with Redbox capturing all media they are able to maintain full **FCA compliance**.