unigy®

TRANSFORM
TRADING WORKFLOW™

A single platform for
unified communications and applications

IPC

introducing an industry innovation

unigy®

takes your trading communications beyond next-generation.

Create new applications – on demand. Connect right away for collaboration. Control operational risks more easily. Close deals faster. Lower TCO.

Gain competitive advantage. Achieve greater productivity. And most of all, generate more revenue. It's all possible now with Unigy.®

Unigy is a ground-breaking, unified, integrated platform for both trading communications and applications. Beyond just a soft switch – a single, state-of-the-art SOA-based platform for management, resiliency and security. We've created an industry game-changer so you can change your trading workflow.

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 will make your business better.

Extensibility. Flexibility. Simplicity. Unigy delivers it all with the unmatched reliability that sets IPC apart from the rest. The time has come for you to increase productivity and profitability. Transform Trading Workflow™.

Revolutionary

In an industry where there is more regulation, more emerging markets, more complex deals, more environmental responsibilities, and more competitive pressures to be more efficient – to do everything faster and better for your clients, or face losing them – you had no choice but to demand more.

(And now, Unigy delivers – to give you more.

- A single, integrated platform for unified trading communications and applications

- Open standards, SOA-based architecture for maximum flexibility and extensibility of your communications system and leverage of existing systems

- New hard and soft devices for greater collaboration across front, middle and back offices

- New Unigy Blue Wave Application Development Platform to create proprietary apps for a competitive edge

- New compact IQ/MAX® Edge turret/dealerboard for small- and medium-sized firms, traders and trade support teams

- New apps to integrate turret and PC to act as one

- New inherent BCP options and increased business assurance

- New Unigy Pulse family for seamless hoot and intercom communications

- New modular service offering for easier updates and upgrades

- Three Unigy solution packages to best fit your business and budgets

- Significantly reduced footprint makes firms "greener" and lowers TCO

Unigy is all new – built from the ground up – but it is not only about innovation. To be a true industry game-changer, it also has to provide IPC's® unrivaled reliability, seamless connectivity to IPC's growing global network, and unmatched availability of IPC's superior service to ensure its success in your business. And it does.

For you – to merit a change, to justify an investment – Unigy has to be revolutionary. And it is.

))) Why You'll Want Unigy **Working for You**

- Can make traders **30% more productive**

- Can make IT operations **30% more efficient**

- **50% more energy efficient** – save power, reduce cooling consumption and cut rack space requirements

Drive More Deals

Easy Collaboration Gets Trades Done Faster

The Business Challenge: **Today's trades usually have much greater complexity and 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 simplifies connectivity across your firm, so traders can collaborate with whomever and wherever they need to complete a deal accurately, quickly and profitably. Connect to economists, analysts, credit, clearing and settlement support and those on the trading floor's edge – whoever is critical to streamline information flow and get the deal done faster.

(Transform Trading Workflow™

- **IQ/MAX Edge** – a compact and economical turret/dealerboard that delivers much of the key functionality of IPC's industry-leading IQ/MAX. It's ideal for small - and medium-sized firms and for equipping middle and back office support teams with greater functionality than a PBX phone.

- **IQ/MAX Omni** – provides traders both mobility and added BCP protection if a crisis prevents access to your normal trading floor. Omni lets you take the full functionality of your own turrets with you anywhere around the globe.

- **IQ/MAX Sync** – for all Unigy-powered turrets, whether you use IQ/MAX or IQ/MAX Edge, Sync allows for "software control" of the turret to manage calls, speakers, and personal and group directories directly from the PC. IQ/MAX Sync for Lync provides Sync features and benefits through the Microsoft Lync client already installed on a user's PC.

- **Unigy Pulse** – for middle and back office staff that requires hoot and intercom capabilities, and prefers a tactical device. Pulse is the ideal solution for supporting up to four speaker channels, intercom and directories.

- **Unigy Pulse Enterprise** – innovative software that provides seamless hoot and intercom access capabilities on the PC. Pulse Enterprise makes it easy to connect everyone in the enterprise who is involved in creating, executing and clearing trades.

- **Unigy Pulse for Lync** – provides off-floor and back office Microsoft Lync users with access to hoots and intercom through their existing Lync client on their PC.

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 close deals.

New Apps for Smarter, Faster Trading

The Business Challenge: **Gaining competitive advantage is critical. Whether it's the ability to serve current customers better, acquire new customers or complete trades faster to generate more revenue each day, today's trading firms must create integrated applications to deliver a time-saving edge.**

Unigy's integrated platform for communications and applications gives you the capability to use out-of-the-box apps from IPC to speed trader workflow, or develop applications yourself that are exclusive to your business using Unigy's Blue Wave Application Development Platform (see Blue Wave page for details). Whatever you and your collective team can dream of having to streamline workflow, you can now make a reality.

QuickDial and FastFind apps from IPC connect traders to their clients within seconds.

- **QuickDial** – lets traders click on a phone number in Outlook, any Windows file or webpage and instantly dial without ever touching the turret or phone. Traders have just saved seconds – increasing productivity and customer service.

- **FastFind** – lets traders instantly connect with contacts, regardless of where their records are stored. Instead of having to manually search directories, databases, CRM systems and other applications to find contact information, FastFind integrates disparate directories and provides a single search window to find the data needed.

IPC will continue to introduce other innovative productivity apps for Unigy-powered customers. But you don't have to wait for IPC. With Unigy, you have the flexibility to start working with IPC, on your own or with another third-party vendor to create precisely the apps you want for the edge you need.

Unigy®. Small hedge fund. Growing as[...]
Drive greater productivity and profitab[...]

(Hedge Fund Manager:

World class communications solutions are now accessible to every market participant. Affordable IQ/MAX Edge turrets, affordable BCP coupled with white-glove service make a difference.

(Vice President of IT:

Unigy's global management simplifies monitoring, reduces risk with seamless upgrades and integrates with other enterprise technology.

(Head Trader:

Unigy offers immediate productivity gains with out-of-the-box apps and Blue Wave for creating and integrating line-of-business applications.

Transform Trad[...]

set management firm. Large global bank.
ility across your company.

(Compliance Officer:

The portfolio of devices and applications
for back, middle and front office improves
visibility into communications workflow
and compliance.

(CIO:

Open architecture strategically positions
our firm to maximize new technology,
standardize security and simplify system
expansion into new markets.

ding Workflow™

Boost Business Management

Control Costs, Compliance, Security and More

The Business Challenge: Regulatory compliance brings new requirements. Rapid growth in emerging markets requires system extensibility, while custom, personalized software upgrades present another set of infrastructure problems. Simplicity and flexibility for communications systems management and monitoring are now a mandate for survival.

The new Unigy Management System provides an impressive array of capabilities for monitoring, managing and maintaining your trading communications infrastructure:

- **Scalability for growth and quick response to business changes** – open a new office in a current location or an emerging market. It's easy to expand the system so you can increase revenue.

- **Centralized and simplified management across multiple locations** – visibility across the enterprise means centralized or remote management of alarm monitoring, capacity and inventory management and reporting. Perform moves, adds and changes, small updates and add capacity without the need for system reload.

- **Adaptability to meet corporate infrastructure requirements** – Unigy's architecture simplifies adherence to security policies, standards and internal compliance guidelines. The flexible platform aids the enforcing of "Chinese Walls" and meeting other requirements as regulations evolve.

- **Easy deployment for global installations and modular, specialized updates and upgrades** – Unigy software can be remotely accessed. And upgrades can be delivered modularly to a subset of users instead of affecting the entire trading floor, reducing risks and implementation costs.

- **Unified platform monitoring** – allows for uptime assurance through onsite and remote monitoring and management of the system. Unigy also allows for integration of third-party monitoring solutions already deployed by your business.

Unigy and the Unigy Management System are so comprehensive and flexible that there's no better way for you to maximize performance from your system, staff and infrastructure investments.

Improve Revenue Reliability

Better BCP Options for Maximum Uptime

The Business Challenge: Traders must continue to trade. Ensuring access to customers and liquidity is a must – as it ensures the revenue stream for trading firms as well. But finding affordable BCP – business continuity planning – solutions has not always been easy; especially for smaller firms or branch locations at larger enterprises. Until now.

Unigy's simplified architecture and its two BCP options 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, distributed 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 – traders can keep trading.

- **BCP** –customers can select BCP Basic or BCP Campus based on their budgets, corporate policies and risk tolerance.

  - **BCP Basic** provides a cost-effective option for passive coverage of backroom and front room.

  - **BCP Campus** is a truly distributed system providing increased asset utilization with active-active architecture so it can be set up to always be on with no manual intervention required. Additionally, Campus customers can customize coverage by position. With centralized management, line networking, and inter-location resource sharing such as presence and intercom, Unigy's Campus option leverages technology to lower TCO for BCP.

- **Maximum Uptime** – Installation of new lines, features or fixes to the system can be done at any time without disrupting service.

Create Custom Tools

Unigy's Blue Wave Delivers Flexible Apps

Dream. Create. Deploy whatever apps you want to streamline trading workflow.

BLUE WAVE

Unigy's new Blue Wave Application Development Platform is a revolutionary, open standards-based environment that allows integrated communications functionality to be embedded into applications that support your trading tasks. For the first time, you, your traders and development team have a way to generate – on demand – the custom apps desired to reach customers more quickly, serve them better and close deals faster. The possibilities are limitless. The potential competitive advantage is immeasurable.

Using Blue Wave's innovative development platform, 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 faster to facilitate workflow**

- **Improving customer service and retention**

- **Integrating with other systems and data feeds**

(Most importantly, you're in control. Create the applications you want, when you want them, with multiple options for developing them:

- **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 and your traders are ready to meet the challenges of today's trading and tomorrow's, too.

Evolving to Unigy –
at Your Own Pace

We've made migrating to Unigy easy – designing it with the ability to leverage current investments and evolve in whatever way is best for your business plans. Unigy's interoperability allows it to work with Alliance, existing IQ/MAX turrets, your PBX phone systems, and voice recording equipment.

Evolving to Unigy from an IPC Alliance system can be accomplished at whatever pace is best for your business. Start with just a new branch office or two to begin taking advantage of new Unigy features, or switch existing locations one by one, as Unigy applications are needed. And installing Unigy can be done quickly, securely and even configured remotely via IPC expert centralized service centers without taking down your Alliance system.

Transform Trading Workflow™

Get all the details about Unigy's many unique advantages, its architecture, service features and interoperability with our global voice and data network services from an IPC account representative. Together you'll determine which Unigy solution package – Express, Standard or Enterprise – and features will deliver the biggest impact on productivity and profitability, and how you'll gain a competitive edge.

Visit www.UnigyFromIPC.com or www.ipc.com

About IPC

For nearly 40 years IPC has been a leader in providing voice and data communications and network services to the financial services industry. Our many trading communications innovations include:

- **First to bring IP to the trading floor**

- **First in IP voice services**

- **First to bring SIP to the trading floor**

- **First to integrate a SIP network within a SIP platform**

- **First to bring a single platform for unified communications and applications to the industry, with Unigy**

Used by all 20 of the world's 20 largest banks, our solutions for customers range from trading platforms that serve traders everywhere to private network and data connectivity solutions that link thousands of users in more than 700 cities around the globe.

Transform Trading Workflow™

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