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## IPC Tops Turret Market

In an age increasingly dominated by electronic trading tools, voice communication still remains as crucial as ever and the market is just as competitive, dominated by BT Trading Systems and IPC. Having held the winning position for three years, IPC was elbowed into second place last year but bounces back ahead of BT in the 2008 Rankings.

IPC has been at the forefront of Voice over Internet Protocol (VoIP) for the last eight years. While some large trading floors have shown reluctance to make the jump from traditional turrets to VoIP, IPC has done all it can to ease that transition since it first introduced VoIP for its trading turrets in 2001. The vendor has deployed more than 72,000 VoIP desktops and 85 percent of its rollouts are now done with VoIP. An IPC client in London, JPMorgan Cazenove, was one of the first clients to make the switch to VoIP and has reaped massive benefits. "Before we made the change, we had a network team and a traditional telecoms team, but now we have a converged voice and data network team of just five people," Cazenove's network services manager recently told *Waters*. "In the four years since we deployed IP turrets, we haven't had a single outage." Headquartered in Jersey City, NJ, IPC employs 1,400 people and has a global presence extending to 40 countries. Recent client contracts include the Bank of New Zealand, which upgraded all of its trading floors to IPC's IQMX enterprise system, and MIDF Amanah Investment Bank, a Malaysian bank that earlier this year rolled out the IO/MAX VoIP turrets.

BT Trading Systems may be second fiddle to IPC, but it is right at the front of the race, with VoIP also available on its ITS turrets as well as traditional time division multiplexing (TDM). The ITS product offers all the necessary communication functionality of a trading turret and also features an intuitive user interface with simple controls and color displays. ITS Anywhere, a soft version of the turret, allows users to log in remotely from the home phone, BlackBerry or cell phone—an important feature with today's focus on disaster recovery.

