

# Q&A

WITH DON HENDERSON

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## 1. What is Unigy® 360?

Unigy 360 is a managed, fully resilient and secure **cloud-based software-as-a-service (SaaS)** solution engineered to deliver innovation, better economics with lower Total Cost of Ownership (TCO), and powerful new capabilities for global financial market participants. Unigy 360 offers the advantages of IPC's industry-leading Unigy® platform for unified communications and applications along with the **simplicity and scalability** of a cloud-based solution. The solution also includes the **Unigy 360 app**, which is designed to provide reliable, secure, and "anytime, anywhere, any device" access to counterparties, liquidity sources, and trade lifecycle services.

Market participants that implement Unigy 360 become part of one of the world's largest and most diverse financial ecosystems comprised of

buy-side firms, sell-side firms, inter-dealer brokers, listed and over-the-counter (OTC) liquidity venues, trade lifecycle service providers, market data vendors, and clearing/settlement firms. All regulated users in a firm, including traders, researchers, portfolio managers, risk managers, compliance professionals, technologists, settlement personnel, and operations staff, can leverage Unigy 360 for mission-critical external communications and internal workflows. Our clients include the top 50 global banks, many of the largest investment management and asset management firms, and hedge funds.

## 2. Why is IPC introducing Unigy 360?

In speaking with many of our customers, we have heard the same requirements surface across buy-side and sell-side firms.

IPC decided to create Unigy 360 to address the strong demand and market need from our customers for a SaaS solution that delivers resiliency, security, mobility and scalability. Customers were searching for a solution that offered lower TCO, one that removed operational complexity, backed by an SLA and delivered by a company that understands their business and industry.

## 3. How is Unigy 360 different from other cloud communications solutions in the market?

Unigy 360 enables communication-based workflows just like those used by traders and other regulated users on hardware endpoints, but it extends and enhances capabilities across the user's desktop, tablet, and smartphones.



Multimedia communications such as instant messaging can connect all IPC community participants, and a **unified single interface** conveniently offers dial tone, private wire, and intercom workflows traditionally only possible via hardware. All communications and services are delivered securely via IPC Cloud Services and the Unigy 360 platform.

#### 4. How does Unigy 360 work?

Unigy 360 supports multiple profiles that can be tailored with the features and applications relevant for a firm's individual users and their workflows. These features include **customization** of common capabilities such as number of speakers, along with compliance functions, such as recording and archiving for regulated users.

All users and workflows can benefit from the Unigy 360 app, and firms can add optional hardware endpoints that help streamline everyday tasks to design a solution that meets their specific needs.

#### 5. How can Unigy 360 benefit users?

Financial organizations are under growing pressure to have always-on, seamless communications that enable them to conduct business without interruption or delay,

wherever they are located and on any device. Tighter regulations, emerging markets, and competitive pressures mean they need to **work smarter and faster, with minimal overhead.**

To ensure traders' interactions are quick, reliable, secure, and transparent, more and more financial institutions are embracing cloud-based models for infrastructure flexibility.

Unigy 360 offers scalability that allows firms to add services and users where and when they need them on a single platform, with no large up-front investment of resources and costs, a rapid time-to-market, and no lengthy installation or deployment process. **Unigy 360 is customizable, on-demand, and cost-effective.** It also offers inherent Business Continuity Planning (BCP) for peace of mind. Unigy 360 also provides access to IPC's award-winning endpoints that help streamline everyday tasks for the trading community.

- **IQ/MAX Touch** – IPC's most advanced communications device with an intuitive touch screen interface to speed up every aspect of voice communication
- **Pulse** – IPC's collaboration tool for middle and back office personnel providing instantaneous and seamless access to hoot and intercom

#### 6. What is the Unigy 360 app?

Business communication no longer happens only 9-to-5 from the office desk phone. The trading environment has changed, with firms increasingly faced with managing communications across mobile devices as well as traditional fixed lines and desktops.

The Unigy 360 app can unify a firm's communication channels for regulated users, supporting collaboration and efficiency across the financial community. Its communication-based workflows mimic hardware endpoints but extend and enhance capabilities onto an individual's desktop, tablet, smartphone, etc., and integrate with instant messaging applications. With Unigy 360, users have **compliant mobile access** to all internal and external counterparties wherever and whenever they need to connect.



For more information, visit [www.ipc.com/unigy-360](http://www.ipc.com/unigy-360)