

Intelligent trading software and professional support as a guarantee for satisfied clients.



icubic AG makes electronic trading at a leading Russian investment bank more efficient and places value on a full-service mentality.

icubic, the software developer for the international financial sector, has equipped a Russian investment bank with a high-performance, complete solution for bond and CDS trading. The global investment banking traders at the bank have been working with icubic technology since March 2011.

The client:

The client is a leading Russian investment bank. It operates regional offices distributed across the globe, including London, New York and Hong Kong. Their core sectors are equity and debt financing as well as advisory services in M&A trading, amongst others.

The initial situation:

Before the implementation of the icubic solutions, the bank settled electronic trades in the fixed income area using a competing application. This system was scheduled to be replaced by a new system in 2011. The investment bank explained that this was due to lack of support, which ceased completely after the competing application was taken over by a new provider. "The new owner suggested an alternative, but it did not match our requirements," explains a Business Manager. The offer was missing many functions. "In addition, we would have had to expect delays, uncertainties and lack of service," adds the manager. It was for this reason that the financial institution began searching actively at the end of 2010 for a higher performance, more reliable and a more comfortable solution for

the traders that could be integrated quickly. During their research, the bank heard about icubic's range of services via market contacts and a marketing campaign. Its suitability was then tested internally and positively confirmed during a proof of concept study supported by icubic employees. The investment bank states the fundamental reasons for the confirmation were the appropriate price/performance ratio, the assurance of a rapid and uncomplicated software implementation by a set date as well as the guaranteed strong support services.

The process:

The client chose iQbonds, which is the central software component and driving force of icubic AG. It offers traders rapid access to a variety of markets, exchanges and information platforms and guarantees quick, secure and simple pricing, quoting and trading of securities.

After the order was placed by the customer, the establishment of a test environment began in December 2010. This primarily functioned as a compatibility check and a user acceptance test before the software was uploaded into the production system. Common challenges that occur during the

test phase for such projects, such as firewall settings, security guidelines, legal structures and market access difficulties were able to be solved by the icubic experts together with the colleagues from the investment bank. Martin Grabhof, the Support Center and System Integration Manager at icubic says, "The prerequisite was a tight and structured process according to the agreed upon project plan." Thanks to the superb expertise and personal commitment of the colleagues on-site, the operation start date, which was a clearly defined milestone for the customer due to deadlines, was never at risk.

icubic began finally with the software implementation into the production system in January 2011. Within 10 weeks, the new system was operational. By this time, a comprehensive analysis done by the business analysts and product managers at icubic provided valuable information for the system installation that was naturally used during integration. Functions, automatisms and advanced system settings from the previous application were adapted by IT employees and product experts and successively transferred to the new system. There were also adjustments to the graphic user interface and data records from the previous application integrated. Coinciding with the software adjustment, new interfaces were developed as well in order to provide specially requested functions. These steps leading up to the establishment of a fully automatic booking of trades (STP) at the bank demanded a close cooperation of the highest level between client and provider. Jens Lippoldt from Business Development at icubic AG states, "Such additional services associated with a longer test phase are

normal for this type of conversion. Accurate time management, extensive experience and specialised know-how are also required here. We have acquired these skills in the over 12 years that icubic has been successful in the market and make them available to our clients."

The result:

The comprehensive test phases enabled a problem-free software integration into the production system of the investment bank. The replacement of the previous software was finalised in March 2011, as planned. Furthermore, the project remained within the agreed upon time frame and budget. There have been no application problems documented by the client so far. In fact, a clearly stronger market perception in the targeted bond trading segment and higher volumes have been the result. Optimised workflows in the response to RFQs/RFOs and the automatic booking of trades have also produced larger profits. The number of iQbonds users at the new customer has doubled since the implementation. The software solutions from icubic have

been running stable since over 18 months. Regular maintenance work and updates continue to keep the system up to date. In comparison with the competing application, it utilises system resources more efficiently. "Software products that function economically and fit optimally together are utilised, making their use simpler and more straightforward," says Dietmar Jakal, icubic Board Member. In addition, a selection of new trading options not offered by the previous product became available, making the work processes of the users, traders as well as administrators easier and better. The conversion to the new system required a close cooperation. Dietmar Jakal explains, "Our customers and icubic AG are not just user and vendor. They are partners." The challenges that arose were confronted together. This was the only way towards a quick and effective implementation. "With a view to the future, we look forward to a long and successful cooperation," adds a Business Manager of the investment bank. Without a doubt, icubic provides an impressive service package with intelligent products and excellent customer service.

About icubic:

icubic develops specialised software solutions for all electronic market trading sectors and offers installation as well as maintenance services to accompany its products. The company was founded in 1999 and currently employs over 100 people. In the past year, a record turnover was achieved. Eight of the top twenty German financial companies as well as many banks and investment firms in Europe and Asia depend on the know-how of icubic AG. Their mission is to provide a future-oriented improvement of product performance under quality, client benefit and market development considerations.

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