

## Case Study

# Workflow-drive FX execution

Innovative, workflow-driven trading and insight platform to increase trading volumes whilst transforming customer service and value.



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## Business need

Adaptive was engaged by a tier 1 investment bank interested in linking together disparate parts of their client-facing e-commerce platform to deliver customised trade propositions based on a tailored view of their customer's positions.

The client believed that there were significant revenue opportunities in leveraging their existing technology investment and repackaging specific functionality in a more usable manner. The bank anticipated huge revenue potential from this workflow-driven approach to trading, and felt they could achieve it by exploiting their existing technology in a smarter way.

## Adaptive's solution

The Adaptive team worked closely with multiple offshore development centres to gain the knowledge and trust required to enable the application to be delivered into production in 4 months. The team independently delivered a number of specific components detailed below.

- **FX execution functionality:** the FX functionality exposed was built across a number of the client's services, pulling together existing functionality to enable a new workflow that would otherwise have required significantly more investment. In coordination with teams owning the risk systems, time to market was significantly reduced by the use of an agreed protocol to match trades with client positions through existing platforms rather than a custom built solution.

- **Interoperability:** a key requirement of the engagement was to implement the ability to alert a client of a specific trade proposition to draw their attention to its urgency. An interoperability layer was developed that enabled an existing notifications application, delivered by an offshore team, to launch the FX execution application, and to pre-fill the specific trade details. These two applications



were able to be released independently thanks to the loose coupling provided by the interoperability technology delivered by Adaptive. A third component, a blotter view, was integrated into the workflow to allow users to view their current position with the bank.

## Results

The workflow fulfilled the bank's expectations of being a major revenue generator, and the interoperability technology became a core part of their e-commerce platform, enabling the bank to link many disparate components and hence gain an excellent return on their existing technology investment.

# Thank you

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## The Real-time Trading Experts

Adaptive is a global financial technology consultancy with clients throughout Europe and America, supported by offices in London, Barcelona, Montreal and New York. Their clients include tier-1 investment banks, brokers, asset management firms, commodity trading houses and fintech providers. They provide expertise in designing, building and operating bespoke software solutions such as electronic trading systems, real-time workflow solutions and digital platforms on internal infrastructure as well as public cloud.