Cross-Product Capabilities Hold Key for Trading-System Providers

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Executive Summary:

A recent study by Greenwich Associates of more than 350 buy-side traders finds that the marketplace is more interested in cross-product coverage than cross-asset-class technology platforms.

Investors are looking for providers to forge a strong relationship and be experts in the unique asset classes and products they trade.

However, specialist systems appear to be more appealing than all-in-one solutions for many buy-side traders.

Methodology:

Between August and September 2014, Greenwich Associates interviewed 358 buy-side traders across the globe working on equity, fixed income or foreign exchange trading desks to learn about trading desk budget allocations, trader staffing levels, OMS/EMS/TCA platform usage, and ATS satisfaction levels.

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www.greenwich.com | ContactUs@greenwich.com

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038