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The Future of Financial Markets Operating Systems: Here Comes HTML5

June 10, 2015

Executive Summary:

The widespread reliance on Microsoft in finance has allowed some firms to overlook potential developments in other operating systems.

Going forward, developing software for internal or client use under the assumption that the firm will retain its current OS—even for a few years—may be a critical pitfall.

As firms rapidly expand into the mobile world where OS usage is more diverse, HTML5, a language used for structuring and presenting content online, is swiftly proving itself by delivering native, real-time financial applications that are OS and device agnostic.

But many still aren't devising an HTML5 strategy, which may leave them ill-prepared for an OS or device upheaval within their firm.

Methodology:

Between late February and early March 2015, Greenwich Associates interviewed 149 financial professionals to understand the approach financial services firms are taking toward computing platforms.

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