



Fidessa Uses Jaspersoft Pro to Help Financial Market Participants Better Understand Their Costs

85% of the world's premier financial institutions trust Fidessa to provide them with their multi-asset trading and investment infrastructure, their market data and analysis, and their decision making and workflow technology. Because it is the market leader, it can also offer unique access to the world's largest and most valuable trading community of buy-side and sell-side professionals, from global institutions and investment banks to boutique brokers and niche hedge funds. \$10 trillion worth of transactions flow across its global network each year.

Seeking new ways of assisting clients in the beleaguered financial market, Fidessa has developed a Post-trade Intelligence platform employing Jaspersoft software to deliver consistent, rapid, easy-to-use reporting across multiple attributes. According to Fidessa, this enables clients to better understand their costs and so manage their businesses more effectively.

Background

New technology, new regulation, and new challenges: making money in today's financial markets is all about staying ahead of the curve. Having the capability to spot new trends and act fast turns change into opportunity. Fidessa is a global business with scale, resilience, ambition and expertise. It has delivered around 30% compound growth since its stock market listing in 1997 and it is recognised as the thought leader in its space. It sets the benchmark with its unrivalled set of mission-critical products and services and, uniquely, serves both the buy-side and sell-side communities.

FAST FACTS

CUSTOMER

Fidessa

INDUSTRY

Financial Sector

SOLUTIONS

Jaspersoft JasperETL Pro and
Business Intelligence Pro

RESULTS

Enables clients to better
understand their costs

CASE STUDY

Challenge

To maintain and enhance this position, Fidessa is always looking for new means of assisting clients in improving their performance. Currently, clients globally are operating in an increasingly complex trading landscape with greater competitive pressures than ever before. To address this, the company has introduced new services under its Fidessa Intelligence initiative. These include real-time, pre-trade and post-trade analytics services that enable brokers to grow revenues, provide better client services and manage their costs more effectively.

Fidessa Intelligence is a strategic initiative that reflects the challenges of the structural shift in the operating environment for the industry as a whole. It is vital that these firms understand the dynamics of their business and differentiate their services. Fidessa Intelligence enables them to identify new opportunities, fine-tune execution activity even in real time and independently measure and benchmark their overall trading performance. Fidessa Post-trade Intelligence is a key component of this offering, providing trading performance and transaction analysis. According to Ana Herrero-Wallace, Head of Transaction Cost Analysis at Fidessa: "We have designed this new instrument panel to cut through the noise, so that clients can better understand their costs."

Options

"Early on in the project, we decided that licensing third party business intelligence (BI) software would assist us in developing the new Post-trade Intelligence platform whilst allowing us to continue to invest fully in advancing Fidessa's own leading edge, highly specialised financial markets technology. In so doing we were able to make the new platform more cost-effective with a shorter time to market by reducing both the initial software build needed and the level of resources committed to on-going software development and maintenance," explains Herrero-Wallace.

"After examining the business intelligence (BI) market, we decided to use Jaspersoft's Jasper-ETL Pro and Business Intelligence Pro to build the instrument panel, having had previous experience of Jaspersoft as a community user," continues Herrero-Wallace. "Jaspersoft provides a low cost BI platform that allowed us to quickly acquire the necessary skills to develop reports. Along with the ability to deliver these high quality pixel perfect reports, another key driver in selecting Jaspersoft was its open standards pedigree."

Solution

Fidessa initially produced a proof-of-concept for the Post-trade Intelligence platform at the end of 2011, launching the service in April 2012. Jaspersoft is fully integrated into the Fidessa client portal with secure single-sign-on and interacts with multiple Data Warehouses.

CASE STUDY

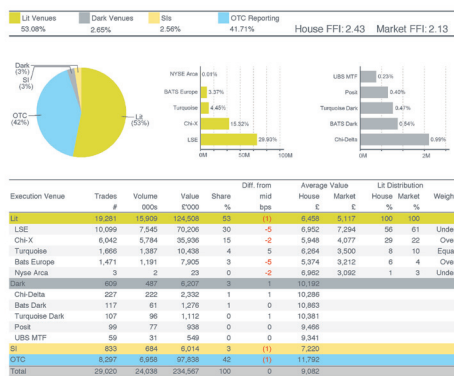
Fidessa Post-trade Intelligence brings independent analysis of execution quality, especially for those firms that have outsourced the execution function to third party brokers. These reports allow them to demonstrate to themselves, their clients and the regulators, the effectiveness of their overall execution services. In addition, Fidessa Post-trade Intelligence helps sell-side firms understand the contribution individual clients and/or trading desks make to overall profitability.

Benefits

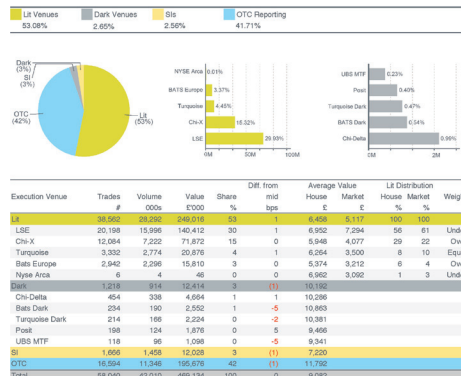
"Clients now have a much friendlier reporting environment benefitting from standard reports. A client that has desks in both London and Paris needs reports that look alike in both locations so that they can see areas of strength and weakness and then tweak their business. Jaspersoft allows data to be analysed across multiple attributes and reports can be examined over the web," said Herrero-Wallace.

The Fidessa Intelligence suite now includes tools to: interpret trading performance and adjust execution parameters in real time; produce reports that analyse, interpret and benchmark post-trade performance; and provide a broker-neutral measure of execution quality as well as a ranking of executions trade by trade.

Fi Venue of Execution - UK Listed Stocks



Fi Venue of Execution - All Trades



Future

"Looking ahead we will obviously be looking to extend these Post-trade Intelligence reports to a broader set of clients and provide greater functionality. We are really excited by this product and believe that our clients benefit greatly. By leveraging Jaspersoft's business intelligence technology, we are assured of a stable and proven technology platform that enables us to deliver increased functionality rapidly to our clients," concludes Herrero-Wallace.

About Jaspersoft Corporation

Jaspersoft provides the most flexible, cost effective and widely deployed Business Intelligence suite in the world, enabling better decision making through highly interactive, web-based reports, dashboards and analysis. Leveraging a commercial open source business model, Jaspersoft provides end-to-end BI capabilities at a fraction of the cost of other vendors. The BI suite includes pixel-perfect enterprise reporting, ad hoc query, dashboards, OLAP and in-memory analysis, and data integration. Jaspersoft is the only BI vendor that enables companies to adapt to the new, virtualized world by providing a complete spectrum of on-premise, multi-tenant SaaS and cloud-based deployment options for both embedded and standalone business intelligence. Unlike traditional BI vendors, Jaspersoft is built on a modern, lightweight, standards-based architecture and offers greater vendor independence thanks to its open source codebase. Unlike niche BI vendors, Jaspersoft represents a safe choice with tens of thousands of production deployments across a wide range of industries.

Jaspersoft's open source business intelligence software has more than 16 million product downloads worldwide, 175,000 production deployments and over 15,000 commercial customers in 100 countries. Its BI suite is advanced regularly by a development community of more than 275,000 registered members. For more information visit: <http://www.jaspersoft.com> and <http://www.jasperforge.org>.

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