

## CASE STUDY

# Caleb & Brown Enhances the Personal Touch in Digital Assets with Talos Technology

Caleb & Brown





## Introduction

Caleb & Brown, a leading cryptocurrency brokerage, enhanced its personalized services through the integration of Talos technology. This Melbourne-based pioneer faced complex, resource-intensive liquidity aggregation challenges. By adopting the Talos trading platform, Caleb & Brown successfully optimized their trading workflows, providing their clients with faster, more efficient access to cryptocurrency markets while maintaining their high standard of personalized service.





## The Company

Caleb & Brown is one of the world's leading cryptocurrency brokerages. Founded in 2017 in Melbourne, they were among the first AUSTRAC-registered digital currency exchanges in Australia when the regime was created in 2018. Their cryptocurrency brokerage services are structured so that each individual client is assigned their own personal relationship manager.

Unlike most other providers, access to their service is not only available via an app or website, but also through direct communication with their broker 24/7, providing a personal touch when placing orders, navigating markets and seeking technical support.

## The Challenge

Caleb & Brown is on a mission to help people better understand and navigate the complexities and opportunities of digital assets through personalized service. Operating an agency brokerage model, Caleb & Brown uses a professional team of traders to offer a wide range of cryptocurrency assets against various major fiat currencies. This required them to be plugged into several exchanges and liquidity providers using their own aggregation system that was resource-intensive to manage and required continuous development to maintain.

This created an opportunity for a technology solution that could plug into their operations platform to streamline processes and support their team of traders in providing the best service possible for their clients. They were looking for a platform that could more efficiently aggregate liquidity from various sources and provide the fastest access to cryptocurrency markets using their existing custody solutions.

## The Solution

After a thorough review of the Talos trading platform, Caleb & Brown found it to be an upgrade to their existing trading system. Talos delivered a solution that plugged into their existing operations platform providing Caleb & Brown with instant connectivity to all its major liquidity venues and custody providers in the one place, ensuring a robust and scalable workflow.

- Talos's built-in order management functionality coupled with advanced algorithms allowed Caleb & Brown to aggregate liquidity across multiple venues simultaneously, monitor and execute their clients' orders in a timely and reliable way, and at the best available price.
- Talos's connectivity with its custody providers allowed Caleb & Brown to manage trade liquidity more efficiently, ensuring clients were getting the fastest access to the volatile cryptocurrency ecosystem.



For illustrative purposes



## The Result

As a result of implementing the Talos platform to better manage their trading workflows, the Caleb & Brown team have been able to enhance their clients' experience, reducing the complexities associated with this fairly nascent market. The market leading trading tools and ledgering capabilities available through the Talos platform enables Caleb & Brown to execute client orders professionally and securely.





*"Our partnership with Talos has enhanced the way we operate, allowing us to focus on what matters—our clients. With Talos's institutional-grade trading platform, we're empowered to deliver on our promise of personalized, expert service in the dynamic world of digital assets."*

**Bee Weck**  
COO | Caleb & Brown

*"We are thrilled to see the impact our trading platform has had on Caleb & Brown's operations. Our goal at Talos is to streamline the complex processes of digital asset trading with robust and intuitive technology. Improving their ability to manage trades and to maintain transparency gives their clients more reasons to feel well-supported and valued."*

**Samar Sen**  
Head of APAC | Talos

## The Future

As Caleb & Brown expands their business, they will continue to leverage Talos's evolving platform to bring innovative solutions to market faster and to stay ahead of the curve in this fast-changing space.



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