

# FPL welcomes new members

We would like to welcome the following new members who have joined FPL since the last edition of FIXGlobal ...

## **Noah Financial Innovation**

Noah Financial Innovation is a black entrepreneurial stockbroking and financial services company with an enviable track record of providing innovative, tailored execution and independent research services to institutional investors. Our business model is specifically designed to cater for unbundled execution and independent research services in anticipation of global market trends.

At Noah, we have a shared vision of a thriving and robust future for South Africa and the African continent as a whole. Our determination to make a positive contribution to the rebirth and future prosperity of our country is therefore an integral element of our business philosophy. Utilisation of the FIX Protocol has helped us by facilitating multiple connectivity, speed, transparency and efficiency, assisting us in always achieving best execution.

## **London Market Systems**

London Market Systems specialises in identifying the appropriate use of industry standards across the enterprise. We focus on the modelling and delivery of financial data with particular emphasis on reference and market data.

It is our belief that FIX has an important role to play in the market and has a proven record of delivering what the market really needs. Our expertise in the areas of market data and quality assurance means that we too can contribute to the future success of the standard.

## **CohesiveFT**

CohesiveFT manufactures server appliances for the real-time enterprise enabling customers to more economically acquire, deploy and manage infrastructure components. CohesiveFT plans to release a series of virtual appliances targeting the financial industry in early summer, focusing on key parts of the financial computing stack, including the EAI and real-time middleware layers. Current plans are for a QuickFIX Appliance and a Mule-based EAI Appliance. The cohesiveFT executive team brings experiences from trading firms, banks, exchanges, and ISVs together in their mission to provide clients with cohesive financial infrastructure. By taking an active role in FPL and the FIX community, cohesiveFT is better able to understand emerging requirements, participate in the standards process, and anticipate its clients' needs.

## **Datalytiqs**

Datalytiqs provides strategic IT services to the Financial Services community. We focus on developing electronic trading services and improving the processes our customers use to deliver electronic services to their customers.

- Strategic planning for electronic trading initiatives.
- Implementing FIX for FX.
- Evaluating software and IT service quality.
- Designing and implementing Software Quality Initiatives.
- Reviewing and re-engineering business processes.
- Project and program management.
- Evaluating technologies and vendors.

The electronic trading of foreign exchange has been growing dramatically over the last several years. FIX for FX has become the global standard for electronic interaction amongst the buy-side, sell-side, exchanges and portals, making FIX an important area of focus for Datalytiqs.

### **QuickFIX**

QuickFIX is an open source FIX engine built on the idea that an open protocol deserves an open implementation. The availability of QuickFIX helps to spread the use of FIX by lowering the barrier to adoption. The goal of the QuickFIX organisation is to keep this open implementation up to date as the specification evolves. Through FPL membership we hope to better serve this purpose by increasing communication between the specification designers, our implementers, and the large QuickFIX user base.

### **Cantor Fitzgerald**

Cantor Fitzgerald, & Co. is a leading financial services provider to the institutional equity and fixed income markets, with products and services including sales and trading, investment banking, asset management, market data, and market commentary. For nearly 60 years, Cantor Fitzgerald has been committed to delivering a unique brand of unparalleled trading and distribution services, product expertise, innovative technology and customer service to institutional clients around the world.

### **Solace Systems**

Solace Systems provides solutions for the Financial Services industry with a layer of technology that embeds intelligence directly into the world's global networks. The Solace VRS/32 Value-Added Services Routing System enables service providers to create new value-added services around reliable delivery, filtering and routing of market data, order management, regulatory information and more.

A Solace enabled value-added FIX network facilitates fast, easy and reliable communications between financial services firms, trading partners and exchanges as part of a managed network service.

A managed FIX service can significantly reduce capital and operational budgets allocated to today's fix networks, while easily scaling to handle a firm's most ambitious plans or peak message rates. Making FIX much more affordable, pervasive and accessible to all sizes of firms is core requirement to fully deliver on the next evolution of the financial industry worldwide.