

FPL Welcomes New Members

We would like to welcome some of the new members that have joined FPL since the last edition of FIXGlobal

MiFID Consulting

MiFID Consulting is specialised in the securities trading sector on DMA, automatic trading, and integrations issues. All with a focus on the new EU directive, MiFID (Markets in Financial Instruments Directive). The company offers consultancy services on a project basis in regards to strategic advice, business development, market studies, and project management within the EU.

With the dawn of MiFID, the business drivers will make FIX an even more important part of the industry. Areas such as MTF's, Systematic Internalisation, Best Execution and Execution Policies will rely heavily on the evolution of FIX. MiFID Consulting will continue to proactively work with the FIX Protocol, FAST, and to be involved in the work of the FPL.

Helium Systems LLC

Helium Systems, LLC recognises the incredible impact the FIX protocol has had on the trading industry and is pleased to become a member of FPL. We provide electronic trading solutions for DMA and gateway-connected companies. Helium's professional services arm and TradePVR connection diagnostics appliance constitute a comprehensive technology offering for buy-side and sell-side companies looking to enhance their current trading platforms. From reduced development time to complete connection reporting and archival, Helium leverages real-time decoding for trading protocols such as FIX to make rapid diagnostics and issue resolution a reality.

Penson Worldwide Group

The Penson Worldwide group of companies includes Penson Financial Services, Inc., Penson Financial Services Canada, Inc., Penson Financial Services, Ltd., Nexa Technologies, Inc., and Penson Financial Futures, Inc. among other companies. The Penson Worldwide group of companies provides execution, clearing, custody, settlement, and technology infrastructure products and services to securities firms and others servicing the financial services industry. Since 1999, Nexa Technologies, Inc., headquartered in Irvine, California, has provided a complete line of online brokerage and trading applications, including FastPath™ FIX execution services. Penson Financial Services, Inc., headquartered in Dallas, Texas, has served the clearing needs of all types of broker/dealers since 1995. Penson is the flexible choice in global securities services™.

Elite E Services

Elite E Services develops automated trading systems and trading technologies related to electronic trading, mostly in forex. We see vast opportunities in forex trading which are limited to various plug-n-play software platforms such as Trade Station and Meta Trader that offer sandbox programming solutions for retail customers, but are by no means tools to make a holy grail system. EES envisions making pure black box systems that will trade with FIX as the core of our activities in the next few years.

As a member of FPL, EES plans on developing proprietary black box trading systems that work through FIX as well as linking applications that will link FIX trades to other API environments. The future of trading will be a battle of computers, fought in the language of FIX.

The LaSalle Technology Group

The LaSalle Technology Group, LLC is a financial markets software firm that provides consulting and products based upon industry standards, such as FIX, FpML, and ISO 20022. Lasalletech was formed by Jim Northey and Jacob Northey and is based in the Michigan Tech Enterprise SmartZone in Houghton, Michigan.

In addition to continuing participation within FIX Protocol Ltd, Lasalletech is introducing the Lasalletech DataSheet - Application Development Platform (ADF) that reduces the time to market of data-driven SOA applications. The first product to be built using the DataSheet ADF is named Allocator. Allocator receives FIX messages and provides an interface for firms and brokers to allocate trades.

Lasalletech plans active participation in FIX Protocol Ltd. by continuing to participate in the Global Derivatives (GDC) and Global Technical Committees. Jim Northey is currently a GDC representative to the Global Technical Committee and is one of FPL's representatives to the ISO 20022 RMG.