

# Open for trading

Widen your opportunities with HiPath Trading

Communication for the open minded

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**SIEMENS**

# Open up a trading advantage...



- An integrated voice and non-voice communication solution for traders
- Linux-based servers scaleable to over 1,000 users and 4,000 lines
- Open architecture for tailoring to your existing communications environment
- Both TDM and pure IP versions
- Simple migration from HiPath TDM PBX to HiPath SIP for a future-proof solution

Dynamic trading markets demand fast, accurate and informed decisions from the traders who deal in them. And these traders rely on a host of separate voice, non-voice and data streaming applications to help them avoid costly mistakes.

HiPath Trading is a high performance communication system that seamlessly brings together these diverse applications to create a streamlined and ruthlessly efficient platform through which traders can act more quickly and with greater confidence. The easy-to-use windows interface makes using the technology simple, and users can work through either a soft or hard turret.

Crucially, HiPath Trading uses Siemens' Open Communications Architecture, so it can be integrated into existing comms systems, customised to meet precise needs and upgraded easily and affordably as those needs evolve. And as both TDM and IP versions can work together, HiPath Trading can take you from where you are now to wherever you want to go, without tying you into proprietary hardware.

It's a superior, more flexible solution that will revolutionise trading floors and give users a real business edge.

*"HiPath Trading operating expenses are clearly lower than those of our former solution."*  
*Jan Schneider, Project leader, Nordbank*

## **Better decisions, fewer risks**

For the trader, HiPath Trading's convergence technology puts an end to trading desk clutter and opens up greater profit-making opportunities.

Integration brings immediate benefits. Diverse applications that supply trading data, market forecasting, customer information, phone, email, voice recording playback and news streaming can now be brought together in a single network. Each trader can then customise their turret in the way that will allow them to work with maximum efficiency.

Traders can also view buddy lists and workgroup presence, initiating a workgroup conference at the touch of a button. While SIP-enabled mobility allows team members to stay in touch with major deals whether they are down the hall or half way around the world.

Integration lowers risk too, as a fully integrated system makes it quicker to identify mistakes, retrieve voice-recordings and put right any issues.

## **Greater productivity**

For the wider organisation, HiPath Trading brings an explosion in productivity. Business-critical applications like CRM and Voice-Recording can now be integrated with back office, bringing greater speed, accuracy and efficiency to the workplace without disrupting existing infrastructure or working processes.

## **Protecting your most valuable resources**

The advanced networking capabilities of HiPath Trading offers key disaster recovery benefits. Distributed server architecture limits the damage that be caused by unforeseen failures, ensuring the network stays available even if a whole location fails.

If a workstation fails, the user can switch to another position. If a location fails, another will take over. Data and individual preferences remain protected at all times.

## **Multiple access points for global free seating**

Productivity benefits also flow from the unlimited networking capability of HiPath Trading.

As well as being scaleable to over 1000 users, HiPath Trading allows users can log in at any pc workstation in their corporate network. This means global free seating, which minimises workspace and maximises workflow. What's more, whenever a user logs in, their preferences will automatically appear.

# ...and optimise Total Cost of Ownership

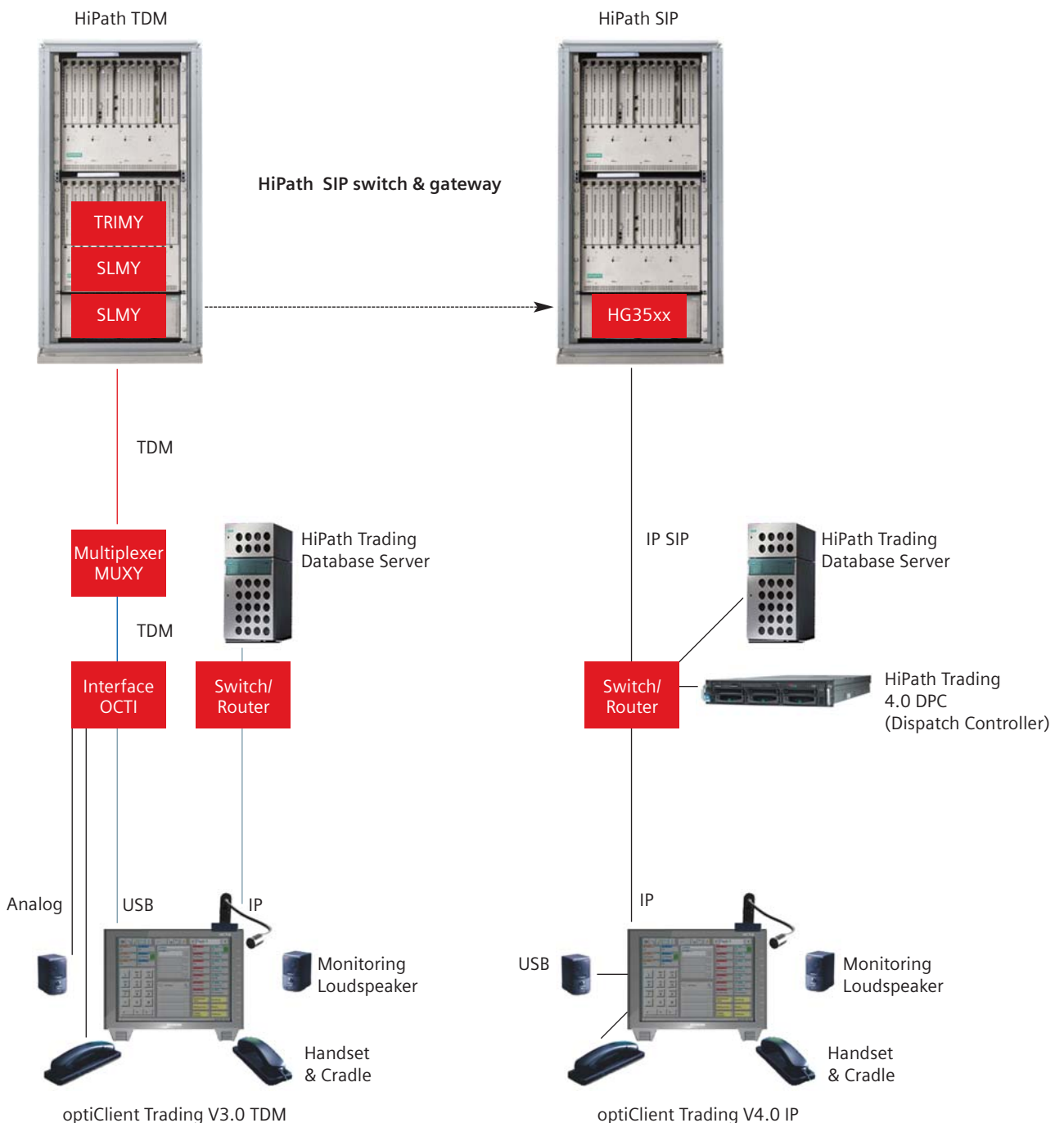
The modular design of HiPath Trading means moves, add-ons and changes can be centrally administered and implemented simply and at minimal cost.

Other cost advantages accrue from the fact that users are not tied in to proprietary hardware and can evolve their system as the need arises. While Linux-based servers ensure reliability.

All of these benefits optimises Total Cost of Ownership, before the substantial productivity improvements HiPath Trading enables are taken into account.

*The new HiPath Trading V4 is the first pure IP trading system on the market and best in class of its kind in the world.*

## Migration Path V3.0 to V4.0/V4.1



# A choice of trading solutions

HiPath Trading is constantly developing, and users can choose from a number of versions, all of which can integrate with your existing systems. Our latest version, HiPath V4.0, is the world's first pure IP Trading System, offering unparalleled workflow integration benefits.

Whichever version of HiPath you choose, our system architecture will allow you to upgrade seamlessly and affordably, ensuring you have a highly-effective and future proof trading system.

*There are now more than 10,000 HiPath Trading users in over 30 countries*

Here are how HiPath Trading versions compare:

Feature	HiPath Trading V3.0	HiPath Trading V4.0	HiPath Trading V4.1
IP architecture	X	✓	✓
Voice encryption for security	X	✓	✓
One wire to the desk	X	✓	✓
Voice given priority by LAN to maintain quality	X	✓	✓
Linux based SIP Server	X	✓	✓
Application Interface	X	X	✓
Voice recording playback at turret	X	X	✓
Synchronized voice	X	X	✓
Freely programmable keys	✓	✓	✓
Standard pc-based soft client (Windows XP/Windows XP Embedded/Vista)	✓	✓	✓
Free seating	✓	✓	✓
Hoot and Holler integration	✓	✓	✓
Integration with TDM architecture	✓	✓	✓
HECTOR compatible	✓	✓	✓
Integrated Intercom	✓	✓	✓

## HECTOR

HECTOR (High End Communication Tool with Open Range) sets a new standard for multimedia trader platforms. It combines touch screen technology with hard keys, bringing trading applications together through an intuitive, pc-embedded interface.

HECTOR is both TDM and VoIP ready and can be customised with:

- Up to 4 handsets
- Up to 16 speaker channels per turret
- Hands-free talking (gooseneck)
- Headsets
- Intercom
- USB devices, including mouse, keyboard, bluetooth and WiFi sets



## Features at a glance

- Call identification, with name and directory number (ISDN)
- Call forwarding of one or more lines
- Call queue, with prioritization
- Presence list
- Mailbox
- Commentary line
- Announcement to external users
- Announcements within teams
- Electronic Telephone Directory
- Dialpad / digit dialing
- Speakerphone mode and open listening
- Graphical user interface:
  - 100 levels, with a maximum of 60 fields each, are freely programmable as line, repertory or feature keys
  - Toolbar
  - Display of date and time
  - Choice of four languages for the user interface (German, English, French and Italian)
  - Graphical status signaling on line keys
  - Clear key labeling
  - The color settings of the keys can be freely programmed
  - Keys can be moved, copied, and deleted
- Group-wide repertory dialing information per key on incoming call
- Hold, manual or automatic
- Handset with integrated lockable talk key; can be set as 'push-to-mute' or 'push-to-talk'
- Intercom
- Key and multi-line functionality
- Easy connection for outgoing calls (automatic connection of a line when dialing with the dialing keypad)
- Easy connection for incoming calls by lifting the handset (with cradle)
- Conference
- Context-sensitive help
- Concentrated querying and display of incoming and parked calls (call queue)
- Logon / logoff procedures
- Toggling on all lines
- Macro function
- Connection to Hoot & Holler rings
- Privacy
- Re-ring on leased/dedicated lines
- Networking (ISDN)
- Visual identification of the active monitoring channels
- Password-protected individual terminal configurations
- Password hierarchies on the Administration PC
- Programming of devices via the menu interface
- Consultation
- Callback
- Call journal (outgoing and incoming calls)
- Variably and individually programmable ringing tones
- 5 repertory keys available in logged-off status, e.g., for emergency call, police, etc.
- Blocking of outgoing calls (dialing block)
- Speech monitoring for up to 16 lines
- Speech recording, centralized or decentralized
- Disconnect all calls on own telephone
- TAPI interface
- TV sound or radio (connecting a speech signal to the loudspeaker)
- Different hold functions
- Last Number Redial/Saved NumberRedial
- Hayes SAZ and HTE protocol, optionally via COM or LAN interface, 1st and 3rd party CTI interface
- Free selection of workstation (free seating)
- Forced release of a busy line (Kill Line)

### **Siemens Enterprise Communications GmbH & Co. KG**

Siemens Enterprise Communications GmbH & Co. KG is one of the world's leading vendors of Open Communications solutions for enterprises of all sizes, enabling business processes to be more productive, faster and more secure - with any device, network or information technology infrastructure. The company is a wholly owned subsidiary of Siemens AG with 17,000 employees globally and headquarters in Munich.

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