

Overview

Customer: Peel Hunt
Website: <http://www.peelhunt.com/>
Customer size: 250 employees
Countries: UK, USA
Industry: Financial

Customer profile

Independent corporate broking, advisory and trading house focusing on mid & small-cap companies.

Business situation

Previously using legacy Etrali PBX platform; and moving premises. Requirement for replacement LAN, telephony platform, trading turret and voice recording.

Solution

Cisco network, Cisco UCM PBX back bone with IP Trade dealerboard system for trading and Carin recorder for FCA compliant recording.

Benefits Realized

- Increased end-user productivity.
- Consistent user experience across variety of devices through system integration.
- Site Resiliency.
- Agile, flexible and fully customisable dealer boards.
- Service benefits through the introduction of SIP.
- Increased IT expertise and operational efficiencies.

“Only real collaboration guys like Fuse with in-house system integration, application development and technology skills can design, build and support integrated solutions, understand and articulate the true business benefit and deliver the value of unified communications.”

David Redmond, CEO, Fuse

Peel Hunt comes to the forefront of telephony and trading systems to tackle ever changing market conditions head on

Peel Hunt is an independent and full-service broking and advisory house with an exclusive focus on UK mid and small caps. Peel Hunt has a unique partnership model with over 75% of equity held by its employees. This powerful ownership model creates a truly collegiate environment in which its staff are aligned and committed to building long-term relationships with clients.

The firm offers corporate, research, sales, sales trading, market making and fixed income services; with offices in London, New York, Manchester & Edinburgh.

Situation

Peel Hunt moved their Headquarters to Moorgate. The business decided this was the perfect opportunity to modernise their ageing telecoms infrastructure and bring the organisation to the 21st century. The key requirements being a fully resilient, reliable PBX platform which catered for trading platforms and FCA compliance voice recording.

Peel Hunt understood that in the ever changing world of technology in order to stay one step ahead of its competitors they must provide the latest communication platforms that complement the time critical requirements of the financial industry.

To that effect the proposed system had to meet these key user efficiency targets.

Solution

Given the business critical nature of the PBX the team at Fuse Technologies recommended the core underpinning service to be the Cisco UCM platform (multi-node multi-site). Not only will CUCM provide an industry leading resilient PBX, the integration capabilities allow for a multi-vendor solution with rich collaboration possibilities to meet the business goals. For external connectivity Fuse added CUBE gateways for SIP and STX services. Leveraging the CUCM PBX through SIP integration is the IP Trade dealerboard platform. The IP Trade turret is a touchscreen device with powerful trading tools, further information available here. All standard calling features are provided by CUCM and so the platform is fully integrated providing cross vendor feature rich services. An IP Trade server (TPO) provides E1 CAS services to the Peel Hunt traders.

For FCA compliant recording Carin has been deployed. Carin is fully integrated with both Cisco and IP Trade – offering Cisco DMS recording and IP Trade Active recording with playback on turrets.

Benefits

The main goal for Peel Hunt was to replace their existing telephony estate with industry leading vendors, with integration capability to empower users and improve efficiencies.

The solution has led to greater end-user productivity by ensuring all employees are able to communicate across the organisation. All users have the ability to call between Cisco, IP Trade, PSTN and STX calls – with the added ability for advanced supplementary services across the estate (conference, barge, hold, transfer etc).

All vendors within the solution are not constrained by physical boundaries and therefore the Peel Hunt NY office is able to leverage the London services reducing business overheads. Furthermore, NY users are able to communicate with London as if they were in the same office.

With the introduction of SIP over traditional analogue services Peel Hunt has benefited from lower operational costs, number flexibility (no longer restricted by area) and cross site resiliency, in turn providing them with full telephony capability in a DR scenario. Further cost savings arrive by leveraging both NY and UK SIP trunks, providing local calls from both regions.

The IP Trade trading platform now provides users with advanced dealer board services with the ease of touchscreen technology. Given the tablet/smartphone era we now live in there is little to no learning curve for traders to achieve greater productivity through the feature rich front-end.

*For further details about this case study,
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