

# Easy Link

Easy Link is a Multi Asset Multi Purpose ASP Platform that connects Brokers and their clients easily and has zero footprint impact on Clients solutions for Order Management.

Multi Purpose: based on IT Software Easy Trade® technology Easy Link enables to connect:

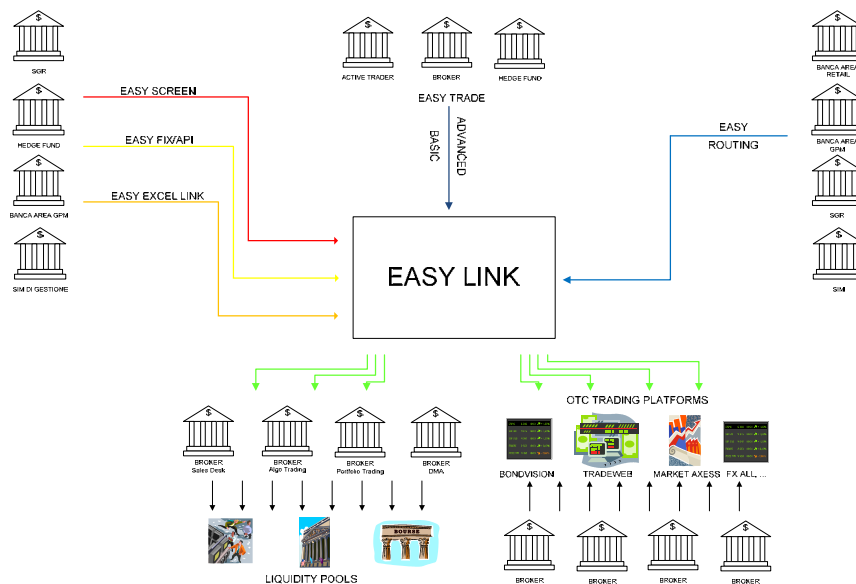
- Asset Managers /Hedge Fund,
  - Financial Institutions,
  - Banks (for Retail and Institutional Orders),
  - Large Corporate,
  - Active Traders (Private & Institutional),
- to

- Brokers
- Trading OTC Platforms

ASP: Easy Link is offered in ASP mode and it reaches clients through Internet VPN, managed circuits or leased lines. Nothing need to be installed at client site.

Zero footprint impact: Easy Link is client solution Neutral. It is already interfaced with the most common International and Italian OMS platform, Public Routing and Private Networks and offers Fix-to-Fix, Fix to Screen, Screen to Fix, Excel Link or Screen only functionality.

Figure 1 – Example of Easy Link with different players and markets/OTC Trading platforms



The client can define if he wants the platform to act as a Staging Broker or a pass-through for the full set of orders or for a sample of them and if he would like to route them to a Sales/Trading Desk, to the Algo Trading or to DMA according to buy/sell side agreements.

Multi Asset: Easy Link supports the following Asset Classes:

- Equity Cash and Derivatives,
- Index Listed Derivatives,
- Forex / MM /Fixed Income Listed Derivatives,
- Commodities Listed Derivatives.

## Features and benefits

*Easy Link is an ASP Service and has the following key features and benefits.*

### Buy Side - Functional features and benefits:

- *Reduce error cost:*
  - *completing the STP chain from Investment decision to Order Execution (reducing errors in Manual or Phone Order transmission)*
- *Simplify Traders/Portfolio Manager Learning Efforts:*
  - *a single platform for different needs and different users:*
    - *Single Order or Care Order,*
    - *List/Portfolio of Orders,*
    - *Order executed with the Brokers Algo or that goes straight to the market through the Brokers DMA,*
    - *Request for quote.*
- *Reduce Time and Effort to connect a new Broker:*
  - *all the brokers in the list can be activated in few days.*
- *Access to Added Value Services:*
  - *Brokers Best Execution Valuation Tools,*
  - *Market Prices in Real Time directly from Exchanges or OTC Trading platforms.*

### Sell Side - Functional features and benefits:

- *Increase profitability of existing clients*
  - *Simplifying Complexity in connectivity for Order Collection,*
  - *Reducing Cost for Screen distribution at buy side,*
  - *Using the same channel for different Institutional and Retail clients connected and for all the asset classes,*
- *Offer up-to-date tools to clients with the Easy upload function of Algo calculation,*
- *Optimize connectivity issues using the same channel to receive and re-route orders.*

### Technological features and benefits:

- *Cost under control:*
  - *No Hardware at client site,*
  - *Solution totally externally managed.*
- *Market standard:*
  - *Exhaustive list of protocol managed (from Fix 4.0 upward to GL API, i-Host Finestway, ...),*
  - *All type of communication supported: Internet/VPN, Leased Lines, Managed Circuits (Radianz, ...)*
  - *Easy Screen/Easy Trade Client available on the Internet from a PC running Windows.*
- *Ready to be activated:*
  - *Interfaces with the main International and Domestic OMS already available,*
  - *Public Routing and Private Networks already linked.*
- *Maximum Level of Flexibility:*
  - *API are available for further integration with third party systems,*
  - *Native integration with other modules of IT Software offer.*



IT SOFTWARE S.p.A.  
www.itsoftware.it  
info@itsoftware.it  
Tel+3902.58343.1

Copyright©2008ITSOFTWARES.p.A.  
All rights reserved. All company and product names are  
trademarks of the respective companies with which  
they are associated.