



Business and technology solutions for trading firms

With the stakes high and the market moving fast, maintaining your edge requires both sound strategy and flawless execution. With a wealth of industry experience and a refreshing, collaborative approach, West Monroe Partners helps trading firms balance a variety of business objectives.



WEST MONROE PARTNERS

When milliseconds matter, can you deliver?

Increased volume. Interest rate variability. The evolution of electronic trading. More sophisticated customer demands. In this dynamic environment, milliseconds really do matter. As recent headlines demonstrate, any amount of downtime really can have a significant—and potentially devastating—financial impact.

With the financial stakes high and customers measuring trading firms on performance and uptime, your organization must be able to demonstrate that its operations are reliable, timely, precise, and capable of the volume in any scenario.

Today, trading firms must deliver unfaltering performance during trading periods while balancing a variety of other business objectives, including:

- Recognizing and responding quickly to market trends and customer needs
- Managing costs and profitability amid increased margin requirements
- Remaining competitive as industry consolidation continues
- Maintaining effective risk management practices
- Integrating data and operations efficiently with key partners
- Ensuring the right resources to enable growth

Meeting these demands requires a partner that knows the trading industry inside and out. A partner that can help you tie together all the key issues. If you are looking for that experienced business partner, take a closer look at West Monroe Partners.

Broad experience to address your critical challenges.

West Monroe Partners is an experienced, full-service business and technology consulting firm with a strong track record for helping leading trading firms address critical business challenges.

Combining experience, insight, and proven approaches, we have worked with trading firms to:

- Ensure system availability by identifying and shoring up potential points of failure
- Maintain optimal system performance and enable growth by finding and eliminating system bottlenecks and developing architecture aligned with business goals
- Develop and test robust disaster recovery plans and procedures
- Establish effective decision support systems, including data warehouses, that pull data from various systems to provide clear and current reporting on key metrics, help recognize trends, understand customers and customer behaviors better
- Select and implement packaged trading applications based on business needs

**WE WORK WITH LEADERS
IN THE TRADING INDUSTRY**

ADM Investor Services

CME Group/Chicago Board of Trade

Cunningham Futures

Cunningham Trading Systems

Dorman Trading

E.M. Combs

Fortis Clearing Americas

Incapital

Kottke & Associates

R.J. O'Brien

Rosenthal Collins Group

TENCO

TransAct Futures

"We sincerely appreciate the top quality work that West Monroe Partners has performed on our behalf. I speak for our president Tom Neal, and TENCO, we are honored to have West Monroe Partners as a business partner." Liz Heffernan — Director of IT, TENCO Inc.

"West Monroe Partners has become a trusted partner, which is why after four years, we continue to look to their staff to provide their industry expertise and technical know-how on our most business critical initiatives." Gerry Corcoran — CEO, R.J. O'Brien

"Our network reliability has increased substantially. It went from a daily headache to something I never think about. This availability has given us the confidence to grow our business and to substantially increase the number of users, customers, and transactions on our systems." William Cunningham — CEO, Cunningham Futures

- Develop custom trading applications and processing servers
- Conduct operational analyses and identify opportunities for cost reduction in IT and other business processes; for example by eliminating excess telephony lines or converting paper statements to electronic distribution
- Integrate systems with partners; for example, building a new system to coordinate incoming trades with a European partner
- Improve customer facing websites and portals to strengthen business relationships and deliver information efficiently
- Implement customer relationship management strategies and systems to enable lead generation and improve quality of customer information
- Integrate operations following a merger or acquisition
- Design a future IT strategy that supports business objectives and a road map for achieving it

A trusted partner to trading firms.

When it comes to selecting a consulting partner, there is no substitute for experience. West Monroe Partners brings industry knowledge and experience, gained through years of working with leading trading firms to address key business issues. Our professionals have served in operational roles—for example —acting chief information officer—at trading firms for extended periods of time. And, we are one of only a handful of consulting firms that are associate members of the Futures Industry Association.

But West Monroe Partners also brings more to the table than skills and experience. One of the things that you will find different and refreshing is our collaborative approach—one that resonates with trading firms moving quickly to respond to the market and customer needs. We think you'll like our:

- Get-it-done attitude, with a commitment to addressing issues at a pace that suits the fast tempo of the trading industry

- Holistic viewpoint and multidisciplinary expertise
- Approaches that are proven but with a dose of flexibility not typically available from larger firms
- Commitment to not only defining a solution, but to seeing it through to successful conclusion

In the fast-paced trading industry, your choice of partner can make a big difference.

West Monroe Partners can help you build a highly reliable operating environment—one scaled to your future plans as well as your current business. Fine tune your operations meet your clients' performance expectations. And, adapt quickly to market conditions and trends, while running efficiently to support today's profitability goals.

**That's Business
in the Right Direction.**

Business in the Right Direction.

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