



BT MarketPulse: IP trader Voice

Key Features:

- Leverages open SIP protocol
- Compatible with all turret platforms
- Built on the BT Radianz Shared Market Infrastructure
- Consolidates voice and data connectivity over one network
- Reduces the many point-to-point connections required for voice to one
- Real-time self provisioning via directory-driven customer portal
- Guarantees channel availability through bandwidth management
- Immediately route sessions to alternative locations
- Supports a hybrid TDM-IP environment, easing the upgrade to IP
- Supports unified communications technologies and applications

Meeting Today's Challenges by Facing the Future

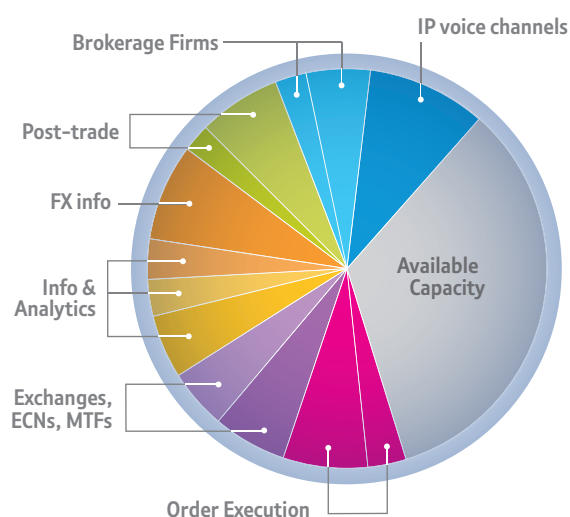
Each year, financial markets become more competitive, trading margins continue to tighten, and at the same time, customers are demanding increased services. In this environment, technology solutions must provide efficiency, reliability, and flexibility. BT addresses these requirements with BT MarketPulse, a trader VoIP service, delivered over the award-winning BT Radianz Shared Market Infrastructure.

What is BT MarketPulse?

BT MarketPulse Trader Voice over IP is a secure, reliable network service providing the predictability of current TDM circuits with the additional features of rapid self provisioning and improved business continuity.

Organisations can move to BT MarketPulse without changing the end-user technology or user experience in anyway. This means that the pace of change is completely controlled by the customer and that long-term investments on turrets can be protected for as long as necessary. Migration will be a painless exercise with only the network being "fully IP" at the beginning. Firms are free to choose a migration path to suit their business needs and appetite for change at a pace which makes sense for them.

Voice and Data over a single BT Radianz connection



The key component of BT MarketPulse is the customer portal, a simple, intuitive web interface. Through the BT MarketPulse portal, organizations can maintain a fully up-to-date record of all trader voice channels as well as available capacity to all connected sites. They can also instantaneously set-up new channels with counterparties. The portal enables much more effective management of communications so that traders can gain critical time to market advantage by avoiding the usual delays in setting up new customer channels and allowing new revenues to be generated as quickly as possible.

BT. Bringing it all together

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