



## ASPone Rationalisation of R P Martin's IT and Communications Infrastructure

R P Martin ("Martins") is originally a UK-based market-leading wholesale broking firm in the financial markets. Martins brings together buyers and sellers of fixed income cash flow, bonds, currency and financial derivatives in the international money and capital markets. With offices in Europe, America, Africa and Asia, Martins offers a service to a worldwide customer base in a variety of products. Typically their customers are financial institutions such as banks, pension funds, hedge funds and insurance companies.

As part of the Management Buyout Martins underwent in 2005, the management team identified the need to radically overhaul their IT and communications infrastructure, with the main objectives being to provide improved customer services to their clients and improve the ratio of front office broking revenue to back office costs.

"We wanted to find an IT provider with knowledge of the money broking industry" said David Caplin, Martins' CEO, "there are lots of IT companies out there and we spoke to many of them, but it was important that we partnered with IT experts with direct knowledge of our sector." As a result of extensive research by Martins, ASPone were chosen for their combination of proven IT solutions and in-depth knowledge of the Inter-Dealer Broking (IDB) market.

The first challenge set for ASPone was to assist Martins in implementing a leading-edge straight through processing (STP) solution which met the requirements of Martins' customers in the areas of efficiency and improved customer service. ASPone worked with Martin's own IT staff and Reuters' Post Trade Services Group to successfully implement an affirmation workflow on top of the Reuters Trade Notification Service (RTNS), which quickly resulted in significant increases in trading volumes on foreign exchange (FX) and money market products, and improved revenue for their business.

Once this initial project was completed, ASPone was contracted to assist Martins in rationalising their IT dependency on various, disparate software solutions. ASPone provided a cohesive IT strategy which included rationalisation of front office systems including price distribution, contributions and analytics in the form of one of Martin's leading products called Vantage, and a more focussed IT structure to support their broking business.

"We've always found ASPone easy to work with, largely due to their ability to deal so effectively with both back and front office staff, because they understand all sides of the business. They have greatly helped to improve the relationship and understanding between our brokers and our IT staff." David Caplin, Chief Executive Officer, R P Martin

In addition to its IT solutions, ASPone has a global end-to-end network solution branded onNETone. Once the front and back office technology rationalisation programme was completed, ASPone was asked to assist with a cost reduction programme for Martins' telecommunications infrastructure. With its onNETone facilities, ASPone was able to provide Martins with significant cost savings for worldwide communications between their offices and their clients.

By listening carefully to the staff and management at Martins, ASPone achieved a clear understanding of Martins' business requirements and their priorities, and were able to offer a business-focussed strategy for their IT implementation. "They delivered exactly what they promised – on time and within budget" commented David Caplin. "We have an excellent relationship with ASPone and have just re-signed a new three-year support agreement with them".