

CLIENT CASE STUDY “INSTITUTIONAL BROKER”

Presto™ Implementation for Execution Strategy of a leading Institutional Broker



Symphony Fintech

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Symphony Fintech Solutions Pvt. Ltd.

Symphony Presto™ customized for a leading Institutional Broker





COMPANY:

A leading 'Institutional Broker' was looking to automate its 'Execution Strategy'

INDUSTRY:

Trading (Futures, Equities Segments)

PLATFORM:

Customized Algorithm was developed in the Presto Platform.

PRESENT CONDITION OF INSTITUTIONAL TRADING DESKS IN INDIA:

Institutional Traders in India are technology driven and would like to learn and adopt new technology if it increases their clients' bottom-line. They are most apprehensive of missing out on market opportunities or worse, select the wrong opportunities. Symphony Fintech being a pioneer in the Algo Trading Automation field was approached by a leading Institutional Broker.

This client was using a third party software tool for research; however, trades were done manually. They required an Algo capable of handling Excel Files generated out of the third party research tool. The excel-file incorporated a set of Buy/Sell orders along with additional rules/parameters. The Algo needed to be able to handle basket of Securities/orders and look at the live market data for fulfilling the orders in an optimal fashion. Algo needed be capable of handling FII orders with proper validation and increase the output/profit of the business

Due to manual nature of execution, client was not able to utilise full potential of its Research Team. They were not able to execute on all opportunities and there was lots of scope for manual errors. Because of lack of end-to-end automation, our client was not able to expand its customer base. Some of the FIIs are looking for automated platforms in India, which our client was not able to tap.

WHY SYMPHONY Presto™

- **Experience:** Symphony Fintech has extensive experience in Algo Trading Market in India. We have been pioneers in the field of Algo Trading Software and our platform is used by a range of Traders/Brokers for various types of Execution Strategies.
- **Strategy Development Environment:** An Interactive Development Environment which enables client to Design/Develop, back test and optimize algos and then execute algos in the live market.

ISSUES:

Execution Strategy

Was using a Research Tool to detect opportunities

Excel sheet generated was sent to trader and orders were manually executed

This resulted in missed opportunities, manual errors and increased latency

Client was looking for a platform that automates the execution process

SOLUTION:

Our Business-analysts sat down with the customer to understand the algo logic.

We developed an execution Algo which read market data to optimally execute orders from an Excel file consisting of basket of Securities/rules/parameters.

Full assistance in getting the strategy and Platform approved by NSE

Main Features of Presto™:

Customizable Platform

Interacts with Multiple Markets, Data Vendors simultaneously

Strategies can be Back tested, Paper traded and simulated

APIs / Strategy Studio enables client to develop own Trading & Execution strategies with Technical Indicators library

Inbuilt RMS and Technical Indicators

Low Hardware Cost and Turnaround time

FIX enabled - approved by NSE/MCX

Excel/eSignal /MetaStock/Amibroker connectivity

- **Turnaround:** Presence of Oscillators/Technical Indicators ensures quick turnaround time for strategies to be tested & traded 'Live'.
- **Low Hardware Cost:** Just one Application Server is sufficient for Cash/FO; Lower third party licenses ensure low cost

HOW WE PROVIDED THE COMPLETE SOLUTION

Symphony System Analysts/Business Analysts sat with the client, documented the client's needs and passed it on to the development team. Then, in co-ordination with the client, developed an Algo capable of reading excel file with embedded rules.

We developed an execution Algo which read market data/ Excel file consisting of basket of Securities/ rules/parameters. The Algo evaluates the rules with the market data via a Rules Engine and sends basket of orders to the Exchange, only when the rules are satisfied. Client was provided with a platform to do back testing and paper trading. Compatibility with multiple market segments was also accommodated.

We helped the customer to receive NSE- approval. Presto has an inbuilt SEC-compliant RMS and we are experienced in dealing with multiple exchanges for the approval process. We deployed the strategy, trained customer's staff & made sure that the strategy is running on a day-to-day basis.

SYMPHONY Presto™ ENABLED CLIENT TO:

- ✔ Client is now able to capitalize on the previously missed opportunities which translate to better alpha.
- ✔ Client is able to trade on increased number of Scripts/Symbols.
- ✔ Each dealer of the client is now able to handle greater volume.
- ✔ Client has increased bandwidth to handle more customers.
- ✔ Client is now able to tap FII investors looking out for automated platforms/Trading strategies.
- ✔ Due to back-testing/Paper trading capabilities, Research Team of the client is now able to select the right strategy and utilise their full potential
- ✔ Excel interface with presto and research tool resulted in fewer errors, lesser uncertainty.
- ✔ Presto Implementation has led to more profitability per trade.

Our Client's testimony about Symphony Presto™:

Symphony delivered "plug and play" access to the spreadsheets generated by our Research Team.

Providing the best of both worlds, this customized execution strategy is configurable and easily controlled through the Presto Dashboard.

- Mitesh M.

About Symphony Fintech:

Symphony FinTech is Indian financial industry's leading solution provider of automated trading software for equities, futures, options, commodities and FX. With offices in Mumbai, India and New Jersey, USA, we work in harmony with our clients' needs to offer customized solutions and increase profitability on trading desks.

Transparency, flexibility, speed and reliability are critical to success in today's automated trading environment. Sophisticated traders use Symphony's automated trading platform to capture latest market opportunities with prop algorithms.

<http://www.symphonyfintech.com/aboutus>