

Having the internal sales team on the same platform as the customer provides an unprecedented ability to deliver support and guidance and provides valuable insights to customer's behaviour and interests.

Furthermore, as a result of full MiFID compliance, customers have the reassurance of protection and stability. With a reduced operational risk, the sales team can focus on selling their seamless user experiences to new customers thus further growing their customer base and revenues.

PROJECT

Caplin completed a Proof of Concept within a month of contract signing. Together with Sydbank technologists, a detailed roadmap was constructed and a phased delivery approach agreed upon. Less than twelve months later, Sydbank executed its first trades over the new platform and started to reap the benefits of full electronic engagement with its clients.

IMPACT

“Since going live in 2018, we have been able to switch off our existing legacy systems resulting in cost savings in both subscription and maintenance fees. In addition, Caplin One has reinforced our strong brand identity. Its use of consistent work-flows ensures a best-in-class user experience for our customers which has enabled us to protect our existing user base and increase our trading volume.” – Pia Brink Andersen, Head of Markets, Sydbank

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