



> IP INFRASTRUCTURE GIVES FOREIGN EXCHANGE MARKET LEADER ROOM TO GROW

NORTEL



Case Study

FXCM (Forex Capital Markets LLC)

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With locations in New York, Tokyo, London, Hong Kong, Dallas and San Francisco, FXCM needed to provide a growing customer base (78,000 in 80 countries) with 24 x 7 multi-lingual support.

Situation

A few short years after it pioneered foreign currency exchange trading at the retail level, FXCM had built a customer base of over 78,000 individuals and institutions. The business was growing at what Senior Systems Administrator Ivan Brightly calls “breakneck speed,” increasing the number of employees by 500 percent over a three-year period. In the process, FXCM found that its existing PBX was woefully inadequate. The requirements were a solution that would: 1) keep up with growth; 2) have the flexibility to support FXCM’s blend of inbound and outbound contact center traffic and integrate live chat and e-mail; 3) connect three U.S. locations and eventually overseas offices as well; and 4) provide rock-solid reliability in an around-the-clock, around-the-globe trading environment.

The process

Tasked to solve FXCM's critical communications problems, Ivan Brightly began by querying his colleagues in the financial markets community. They recommended Nortel. "We were looking for a top tier company," Brightly says. "One who had the respect of the industry and had been around for a while. We wanted a solution that would support us across the U.S. and across borders." Nortel designed an IP solution with the capabilities, flexibility and mission-critical reliability that FXCM required.

The solution

Together with networking partner NetVersant Solutions, Nortel provided a comprehensive IP-based telephony and IP Contact Center environment. It included:

- › A Nortel CS 1000E in the New York headquarters to support fully-featured IP telephony; Communication Server 1000 is a server-based, full-featured IP PBX, providing the benefits of a converged network plus advanced applications and over 450 world-class telephony features
- › A Nortel CS 1000M in the Dallas branch office, which is primarily a sales contact center

- › Nortel IP Phone 2004s for advanced IP telephony including PIN number login and centrally managed adds, moves and changes
- › Nortel Interactive Voice Response with speech recognition for enhanced call management and ease of credit card transactions

Benefits

One of the greatest benefits is the ease with which extensions can be added, or have their physical location changed, on the CS 1000. Any of the more than 500 IP phones in use can be programmed from the New York office. High volume of outbound call traffic — mainly from sales — is handled smoothly and reliably with no toll charges. Inbound calls for quotes, information or technical support go through the IP Contact Center with IVR and speech recognition, so traffic is efficiently directed to the appropriate type of agent within FXCM. The most critical call traffic, from customers making trades, is instantly routed to the trading area. And, because the CS 1000 can scale to 15,000 IP clients per server, FXCM has plenty of room to grow.

"All of our phones are now VoIP . . . it's very solid. N+1 redundancy was a requirement. This is critical infrastructure and our policy requires that we will not allow any single failure to result in service outages."

— Ivan Brightly, Senior Systems Administrator, FXCM



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