



REFINITIV CASE STUDY

# END-TO-END TRADING FOR LESS

A Pacific hedge fund expands capabilities with a multi-asset execution management system

Trading smarter and faster doesn't have to be complicated – or expensive. A large hedge fund in the Pacific region wanted to maintain powerful, intelligent trading functionality at a reduced cost. To more efficiently meet all of its current and future trading requirements, Refinitiv helped it implement a reliable, end-to-end trading solution using a powerful suite of trading tools connected through an award-winning execution management system.

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*“Refinitiv REDI EMS’s functionality and flexibility has enabled us to optimise our trading workflow. The product team’s deep understanding of the REDI EMS platform and electronic trading along with their exemplary service means we are able to confidently execute our orders.”*

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## The challenge

Although this company operated in a cost-sensitive market, it was spending a lot on software. In addition, its legacy execution management system, where it handled 90% of its trades, was difficult and time-consuming to manage. It wanted a more cost-efficient solution that could handle the entire trading lifecycle with ease and speed.

## The solution

To add more value, we offered to build and grow its broker network and connect it to the [Refinitiv® REDI® EMS](#) platform on the buy side. Our award-winning trading software features equities, futures and options to support the company's trading activities all from one interface.

REDI EMS gave the company the pre-trade capabilities and portfolio analytics it needed to grow its business, including:

- End-to-end workflow using pre-trade analytics, order staging, sophisticated execution tools and post-trade processing
- Flexibility and scalability to tailor workflow capabilities to meet its end-to-end objectives
- Global, multi-asset coverage to execute listed equity, options or futures between Australia, India and beyond via one platform

[Eikon](#) content runs alongside REDI EMS, giving the company access to financial analysis data to make smarter decisions. Trades are then pushed from the buy-side to the sell-side and back via [Refinitiv Autex® Trade Route](#) – one of the world's largest global FIX-based order-routing networks.

## The result

Moving to a platform powered by REDI EMS and Eikon substantially reduced the total cost of ownership while saving the company time to move through the trade lifecycle. It no longer needs multiple systems and multiple log-ins to manage trades. This powerful combination of trading tools gives it a single point of entry to execute orders. It also supports multiple asset classes so the company can expand its portfolio without additional investments or running costs.

## The bottom line

With rapidly changing market opportunities, having the ability to support multiple asset classes from a single platform is both critical and valuable for achieving speed to market. With this enhanced, end-to-end EMS, the company can stay focused on trading and with more to invest.

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