



"There's no way we could have executed our explosive growth, going from 27 offices to 65 in one year, without using SEQUENCE BPM to manage most of the processes associated with setting up locations all over the world..."

Peter Beck, SwiftTrade President

SwiftTrade activates 38 new offices in one year

SEQUENCE has helped SwiftTrade to maximise its growth potential, ensuring that new offices start generating revenues much earlier than previously feasible. By speeding up set-up procedures, increasing staff efficiency and reducing human error, SwiftTrade has been able to significantly increase its revenue flow.

Challenges:

- Formalise business processes in all their multi-faceted aspects
- Move towards greater automation in handling compliance and risk issues
- Achieve consistency between offices and regions in process-handling
- Significantly reduce development time in creating work processes
- Reduce operational costs

Situation Analysis

Headquartered in Toronto, **SwiftTrade** is the first and largest Direct Access Electronic Trading Centre in Canada with offices across Canada, Europe, Asia and the Americas. The firm's Proprietary Traders actively trade the NASDAQ, NYSE, AMEX, CME and LSE exchanges, executing tens of thousands of transactions that represent over 1,000 million shares daily.

The company has taken a decision to significantly enhance its global presence, but was concerned with the costs and delays involved with new offices before revenue could start flowing. With its wide spread of offices across four continents, SwiftTrade needed a 'one solution for all' approach. It also needed a BPM supplier who could adapt rapidly to its unique business environment.

About PNMsoft

PNMsoft was founded in 1996 by experts in human workflow processes and specialises in Business Process Management (BPM) and Workflow Automation solutions for business users. The company is a multi-national enterprise with its marketing headquarters in the UK, the R&D centre in Israel and a global network of business partners and associated offices.

The company has solid financial backing from Goldrock Capital (<http://www.goldrock-capital.com>) an institutionally-backed fund specialising in high-tech companies that show strong growth potential.

PNMsoft is noted for looking beyond pure software issues, towards key requirements such as customisation and fast ROI.

The company has formed close and long-standing partner relationships, particularly with Microsoft. PNMsoft is a Microsoft Gold Certified Partner as well as a member of the Microsoft Business Process Alliance.

Strategy and Implementation

A prime factor in selecting a BPM system was the ability to formalise its unique process applications. In addition, this system would have to create a unified business language throughout the company's branches and support currency and time zone changes. Easing the burden of completing Compliance Supervision processes was another expectation. In all these fields, PNMsoft excelled.

Within months, SEQUENCE was applied across the organisation to support a wide variety of work processes. These included hiring and termination, branch opening and closing, trade information requests, lead management, trader information, clearance and settlement at the end of a trading day. The company's helpdesk noted a significant improvement in settling client tickets.

Specific processes covered:

- *Project Management*: managing the process of establishing a new office
- *Finance*: Managing the "End of day clearance process"
- *Support*: processing support cases around the company's trading software
- *Sales*: getting approvals for new accounts

Results

The combination of PNMsoft's expertise in BPM, its responsiveness and the user-friendliness of its software created the difference for the client. After only a few months with SEQUENCE, SwiftTrade was able to launch the first 10 business processes while showing a saving of over 60% on the development effort previously required. In addition, SEQUENCE allowed the company's employees to spend more time on revenue-generating activities.

Saving over 60% on process development has given SwiftTrade more resources for generating new revenues

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About SEQUENCE

SEQUENCE is an intuitive BPM software suite based on a graphical flowchart-based platform. It contains powerful options to give users great flexibility in taking an existing business process and converting it from a manual flow to an automated flow.

SEQUENCE provides a full end-to-end BPM solution that includes exploring, modeling, simulation, execution, integration, monitoring and optimisation functions. People interact with the solution via their familiar desktop environment such as Outlook and SharePoint. SEQUENCE also interfaces with best-of-breed 3rd party software.

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