



QUALITY TRADING SOLUTIONS

**max**

**CUSTOMER CONNECT**

Digitalisation of Order  
Transmission for External Asset  
Manager (EAM) and for Other  
Institutional Customers

TAILOR-MADE  
FOR YOU

TOMAS FORT,  
HEAD OF SALES &  
ACCOUNT  
MANAGEMENT, MACD:

*„For more than 20 years we have been creating innovative products & services and connecting the different players in the trading environment. Take advantage of our expertise - together we will find the right solution.“*

## PROCESS OF DIGITALISED ORDER PLACEMENT USING AN EAM AS AN EXAMPLE

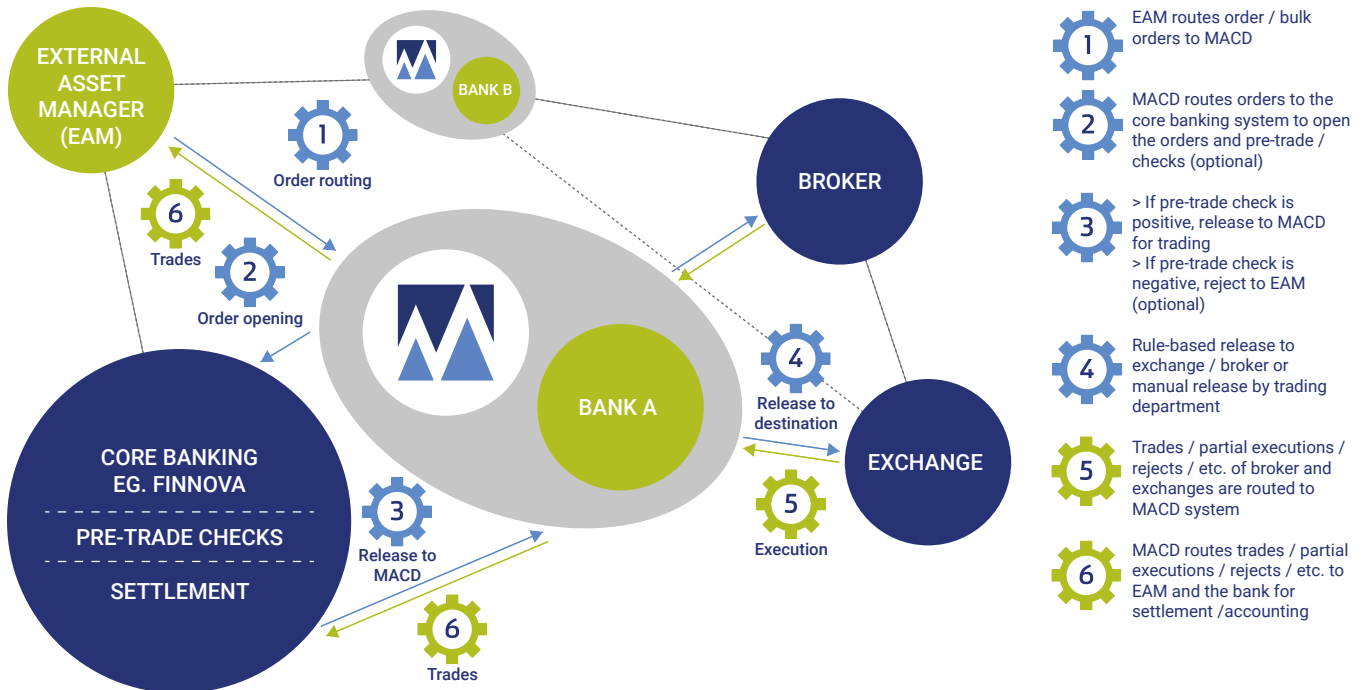
The EAM sends its customers' orders electronically directly from the portfolio management system via MACD to the bank in order to carry out the corresponding pre-trade/suitability checks.

As soon as these have been completed, the orders are forwarded to the trading department, where they are automatically traded globally, or traded by the correspondent bank's trader, subject to the relevant trading checks.

The status of the orders (placed, partially executed, deleted, rejected, ...) is visible to the executing bank / EAM and the MACD system ensures that the EAM is always informed about the status of their orders.

The trades are communicated to both parties so that settlement is initiated and the portfolio management system can make the relevant bookings.

## DIGITAL ORDER ROUTING FOR INSTITUTIONAL INVESTORS

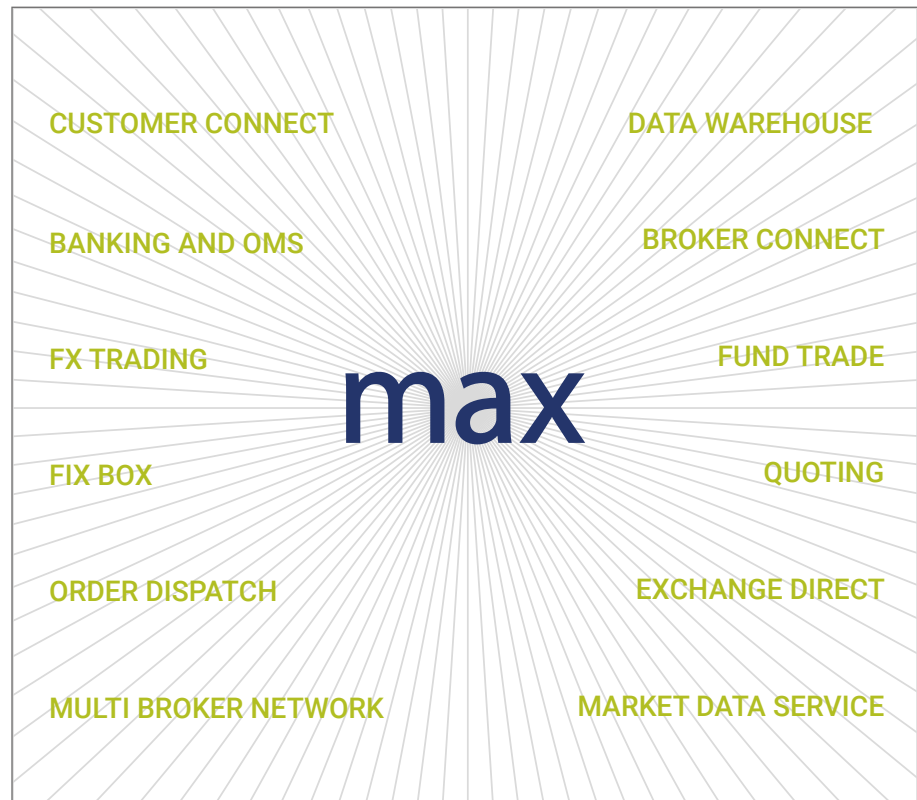


## ADVANTAGES OF DIGITALISED ORDER TRANSMISSION

- ✓ **Error prevention:** Avoidance of errors due to multiple manual entries or misunderstandings (telephone, e-mail, fax)
- ✓ **Security:** Communication takes place via electronic connections, which are secured and constantly monitored.
- ✓ **Trading hours:** Depending on the agreement between the EAM and the executing bank, orders for international markets can be placed outside the trading hours of the bank.
- ✓ **Simultaneous:** The EAM can ensure that all of its clients' orders arrive promptly at the executing bank(s) and then in the market, in order to ensure equal treatment for their clients.
- ✓ **Best execution/speed:** The time between placing an order and its placement can be significantly reduced. This enables the immediate execution of the customer's order so that market prices are not missed. Today, the end customer often has real-time prices and follows the market very closely.
- ✓ **Flexibility:** EAM customers can have different custodian banks/ correspondent banks. The EAM requires a single connection. MACD then transmits the orders to the correct correspondent bank, depending on the EAM's execution provisions.

THE AUTOMATED PROCESS HAS CONSIDERABLE ADVANTAGES FOR ALL STAKEHOLDERS IN THE CHAIN, BUT ESPECIALLY FOR THE EAM'S END CUSTOMERS.

## MAX SERVICES



## CHOOSE MORE MAX FUNCTIONALITIES

We will put together a product tailored to your needs. Of course, every MAX functionality also includes our base services, such as technical account management, support and a personal relationship.

You can find more information in our [MAX Trading System brochure](#) and on our [website](#).

## ABOUT MACD

As a specialist in electronic trading, MACD has been successfully developing products and services for financial institutions for more than 20 years.

The company is market leader in trading connectivity in Switzerland. More than 60 banks and exchanges across Europe trust in our comprehensive range of services in software development, project management, consulting, hosting and support.

[www.macd.com](http://www.macd.com)



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