

# Best Sell-Side Front-Office Platform: Itiviti



## Product: Itiviti OEMS

**43%**

Sustained R&D strategy with an R&D team representing more than 43% of the staff worldwide. Itiviti also increased its headcount by 6% in 2020.



Linda Middleditch  
Itiviti

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“Itiviti’s UL Bridge platform has provided unprecedented flexibility, performance and stability for our clients during times of extreme activity as was seen in 2020.”

**Russell Abramson, managing director, global head of client solutions and technology strategy, futures and options and OTC clearing, Bank of America**

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“As a firm, we are unique in terms of our forward looking approach to investment in our OMS offering; while other firms have cut back in this area, we have continued and will continue to invest in innovative solutions to fundamentally change the way our clients offering. From integrating AI into our workflows, to creating seamless cross-product, cross-asset workflows, right through to investing in our cloud offering, we have ensured Itiviti remains the market leader for our clients who are seeking workflow efficiencies and cost effective solutions.”

**Linda Middleditch, head of product strategy and engineering, Itiviti**

### WHAT’S NEW

- Leveraging the modular design of both platforms, Itiviti has successfully integrated key components of both the agency and automation platforms in order to provide customers with a seamless experience. In 2020, Itiviti integrated the cross-asset smart order router (SOR) platform with the agency platform. This ensures clients can utilize the full OEMS workflows, while incorporating the SOR to optimize trading in the ever-changing liquidity platform.
- Itiviti partnered with cloud-scale automated reasoning platform provider Imandra to take historically manual processes and automate them. The integration of Imandra’s core reasoning engine into Itiviti’s Fix certification and onboarding solution can now certify counterparties in hours rather than days.
- Itiviti’s partnership with Diginex via their Access platform allows users to trade cryptocurrencies and crypto derivatives across several platforms. Access, which is powered by Itiviti’s Tbricks trade automation technology and infrastructure, provides investors with an aggregated order book across exchanges, and the ability to ensure best execution across their previously disparate liquidity pools.

### WHAT’S TO COME

- Itiviti will look to further enhance its order and execution management system (OEMS), focusing on integrating the system with its automated trading technology to enhance workflow automation.
- The company plans to invest significantly in its fixed-income solution.
- Itiviti’s cloud transformation of its entire electronic trading platform will be an ongoing process for 2021. The company opted for a hybrid private-public cloud strategy to reinforce the modularity and flexibility of the Itiviti platform. The company is collaborating with datacenter experts Data Canopy and technology and supply chain services specialist Ingram Micro, as well as leveraging Amazon Web Services (AWS).

### ACV growth

The company saw double-digit ACV growth despite the global pandemic in 2020.

### Acquisition: \$2.5 billion

On March 29, 2021, after Itiviti entered these awards, it was acquired by Broadridge Financial Solutions in an all-cash transaction valued at approximately \$2.5 billion.

### WHY THEY WON

Itiviti won this award for the enhancements it has made to its order and execution management solution (OEMS), which includes the integration of its cross-asset smart order router platform with its agency platform, providing clients access to the full OEMS workflows while also optimizing trading. It has also reduced the Fix certification and onboarding process for clients down to hours rather than days.