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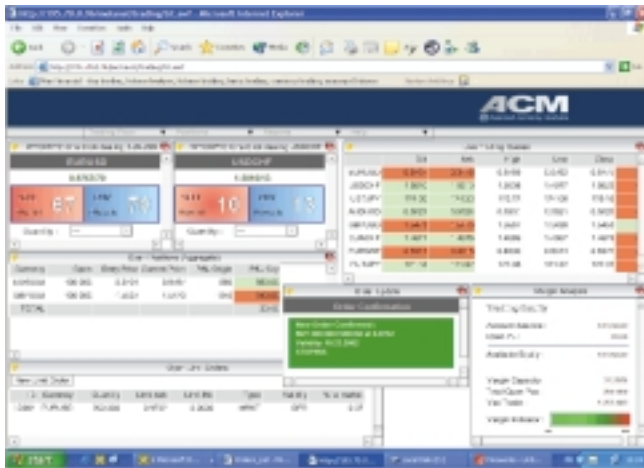
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New Online Platform Targets Retail Clients



NICHOLAS BANG

The latest in a long line of systems looking down the value chain to the retail sector has been released by Advanced Currency Markets (ACM), a Geneva-based trading house. ACM has gone live with its online margin trading system, the uniquely named WYCIWYG platform – or “what you click is what you get”.

Offering streaming prices in spot FX, the platform guarantees a three-pip spread, no commission and 1% margin trading for introducing brokers, small CTAs and retail customers in eight currency pairs: the majors plus the euro against the yen, Swiss franc and sterling, as well as Aud/Usd.

“One of the reasons that we have released the system at this stage is that while the equity markets have taken a beating, forex has become an attractive alternative for the retail customer,” says Nicholas

Bang, ACM’s business development manager. “That means that there are a lot of potential customers out there for us.”

The company has been dealing by phone in multiple languages for about a year, but at the same time has been developing online trading. The site went live in early October 2002 with more than 70 pages of information, covering technical and fundamental analysis, as well as market procedures and practices. “We had a testable demonstration version available online for about a month prior to becoming fully operational,” says Bang.

Trading requires just two clicks – select an amount and click on the bid or offer buttons and the trade is executed. Alternatively, users can click on one of the currency pairs to access bid/offer functions. All trades are immediately

updated on an open position window, and users can set limit orders.

“We offer price transparency, and because the system has streaming prices – not request for quote – clients do not have to endure re-quotes. That’s what WYCIWYG’s all about – always getting the price you’ve clicked on,” says Bang.

Although the company currently has a lot of day traders on the system, Bang says it has been designed with introducing brokers in mind. He adds that a white label system aimed at this market sector will be available from Q1 2003.

“We have had interest from all over the world, including Pakistan, Japan, Europe and the US,” says Bang. “As ever, the demands are different from country to country and from individual to individual. Some want to work as advisors, some as money managers, and some want to work purely as an introducing agent or sales office. When it becomes available, white labelling will be particularly targeted at the introducing agents and brokers, who do not need to put forward a specific brand image.” ■