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Portware Launches Portware PRO

Cloud-based trading platform brings Portware's power to any global desktop

New York and London, January 23, 2012 — [Portware](#) today announced the release of Portware PRO, a powerful new cloud-based trading platform. Portware Pro provides a turnkey global solution that gives traders the widest selection of broker algorithmic strategies and direct trading destinations including all exchanges, ECNs, MTF's and crossing networks. Portware now enables trading firms of any size to tap into the same multi-asset platform that has previously empowered only the largest global trading firms.

In today's market, traders need dynamic solutions that are cost effective and allow them to quickly implement their execution strategies. PRO addresses this need by providing an out-of-the-box trading platform combining Portware's superior portfolio trading, integrated market data and analytics, and the scalability to meet future demands. Traders can securely access PRO via Portware's global cloud environment, eliminating lengthy on-site implementations and drastically reducing total cost of ownership.

"Firms today are under pressure to optimize execution performance by deploying advanced trading solutions, but they are concerned about internal support and deployment costs that can impact bottom line performance," said Sang Lee, managing partner, Aite Group. "As a result, we're seeing increased demand for cloud-based solutions that bridge the gap between the sophistication of locally deployed trading systems and the convenience of hosted trading applications."

Portware PRO offers numerous advantages over legacy trading platforms, including:

- **Enterprise-class portfolio trading:** The same highly advanced portfolio trading technology used by leading asset management firms, hedge funds and sell-side firms globally, giving traders unparalleled control over their order flow.
- **Cutting-edge performance:** An innovative trade architecture that establishes new levels of performance, reliability and scalability for cloud-based solutions.
- **Powerful integrated data and analytics:** A comprehensive suite of advanced portfolio analytics and visualization tools that allow traders to view and act on complex data sets in real time.

- **Advanced TCA:** Integrated pre- and post-trade transaction cost analysis (TCA), real-time benchmarking and a flexible reporting toolkit to help optimize trading strategies and order routing decisions.
- **Streamlined workflow integration:** Seamless connectivity to all order management systems (OMS's), creating a unified trade workflow that increases transparency and reduces operational risk.
- **Secure global deployment:** A robust global hosting environment that provides the highest levels of resiliency, security and network performance.

“The appeal of Portware PRO is that we’ve taken a proven solution that’s been deployed by leading hedge funds, asset managers and sell-side firms and made it available to every trader with minimal cost, zero start-up time and complete access to all liquidity points,” said Ary Khatchikian, president and co-founder, Portware. “Traders today cannot afford to compromise simply because of their size or budget, and Portware PRO will give them the edge they need to stay ahead in today’s dynamic marketplace.”

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About Portware

Founded in 2000, Portware LLC is the financial industry's leading developer of broker-neutral, automated trading solutions for global equities, futures, options and FX. With offices in New York, London and Hong Kong, Portware works in partnership with its clients to create highly integrated solutions to streamline workflows and increase operational efficiencies on trading desks worldwide. Portware's flagship product, Portware Enterprise, is a fully customizable trade management and execution system for portfolio, single stock, automated and algorithmic trading. Portware provides integrated access to over 450 global trading destinations, while the system's flexibility and open architecture allows users to easily customize Portware Enterprise to meet their specific trading and workflow integration requirements. Portware Enterprise has been implemented at more than 130 financial firms worldwide, including tier-one investment management firms, leading hedge funds and sell-side program trading desks. For more information, please visit www.portware.com.