

Pohjola Deploys Portware Enterprise Trading Solution

Leading Finnish firm goes live with Portware's trade management and execution platform

LONDON--([BUSINESS WIRE](#))--Portware, the leading provider of highly integrated, multi-asset algorithmic trading solutions, today announced that Helsinki-based Pohjola Asset Management has deployed Portware Enterprise to support its global trading operations. Among the factors influencing Pohjola's decision were Portware's advanced trading functionality, flexibility, and ease of integration into Pohjola's existing trade workflow applications.

The addition of Pohjola as a Portware client is indicative of Portware's strong growth among the global asset management community. Portware's ten largest clients manage over €4.8 trillion (\$6.5 trillion) collectively. Interest from this sector has increased sharply as firms look to rationalize internal workflows and drive efficiencies at every point in the trade lifecycle.

Simo Puhakka, Head of Trading, Pohjola Asset Management, comments: "We needed a centralized trade management platform that would give our traders maximum control over their order flow and integrate seamlessly with our existing order management system (OMS). Portware easily addressed all of our requirements, delivering a combination of advanced features, performance, and flexibility. In today's market, this kind of technology gives us a real competitive advantage. We were also pleased with the speed and efficiency of the implementation process. Portware took a very consultative approach to platform deployment, resulting in lower implementation costs and a reduced time to market."

Eric Goldberg, CEO, Portware, comments: "We are extremely pleased to welcome Pohjola as a new client. Their decision speaks to Portware's ongoing commitment to provide innovative trading solutions and unparalleled client support worldwide. As the markets evolve, Portware will continue to work closely with our clients to address their complex trading and business requirements."

About Portware

www.portware.com

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, Hong Kong, and Hyderabad, Portware works in partnership with its clients to create highly integrated solutions to streamline workflow and increase operational efficiencies on trading desks worldwide. Portware's flagship product, Portware Enterprise, is a fully customizable, FIX-compliant trade management and execution system for single asset, portfolio, basket, automated and algorithmic trading. Portware Enterprise has been implemented at more than 130 financial firms worldwide, including sell-side program trading desks, quantitative hedge funds and investment management firms. For more information, please visit www.portware.com.

About Pohjola
www.pohjola.fi

Pohjola is a Finnish financial services group whose mission is to promote the prosperity, security and well-being of its customers. Pohjola provides its corporate and institutional customers with a diverse range of banking, non-life insurance and asset management services, and private individuals with an extensive range of non-life insurance and private banking services.

Pohjola Asset Management is the leading asset manager in Finland. The company offers comprehensive range of asset management services to its clients. Pohjola Asset Management has a leading position as an asset manager for Finnish institutions and wealthy individuals. Pohjola Asset Management offers institutional customers and wealthy individuals discretionary and consultative asset management services with various fund options. As of December 2009, assets under management (AUM) totaled EUR 33.1 billion.