

# ***The OMS/EMS Landscape in 2015***

Overview and Insights

**Helping You Make Smarter  
Business Decisions**

Webinar  
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## Today's Presenters

# About Greenwich Associates

**Greenwich Associates provides authoritative market data, insights and consulting solutions to senior financial professionals worldwide. We help our clients:**

- Make smarter business decisions
- Gain a significant competitive advantage
- Improve customer experience
- Enhance operational performance
- Optimize development initiatives
- Drive financial performance

## **Firm Facts.**

- Founded in 1972
- Privately held
- Headquartered in Stamford, CT

## **By the numbers**

### **350+ Employees**

throughout the United States, Canada, Europe, Asia and Japan

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### **60,000 Annual Interviews**

with buyers of financial services (20,000 face to face)

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### **150 Executive Interviewers**

gather data in 70 countries in 14 languages

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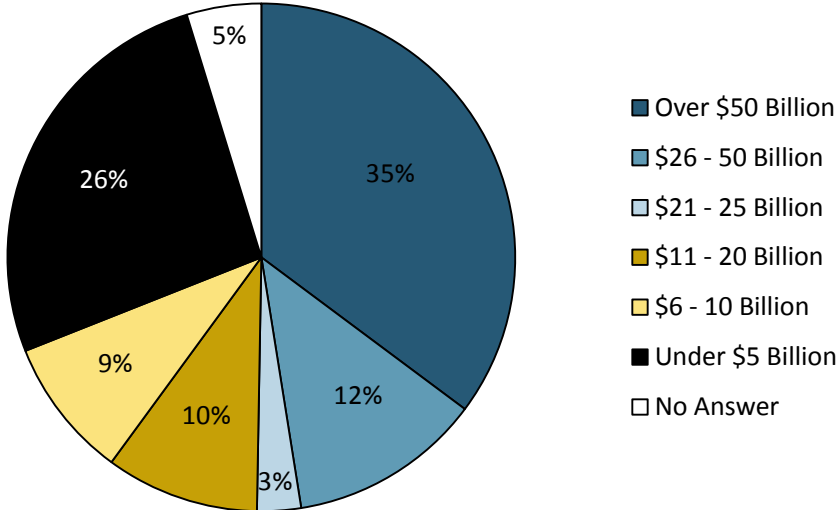
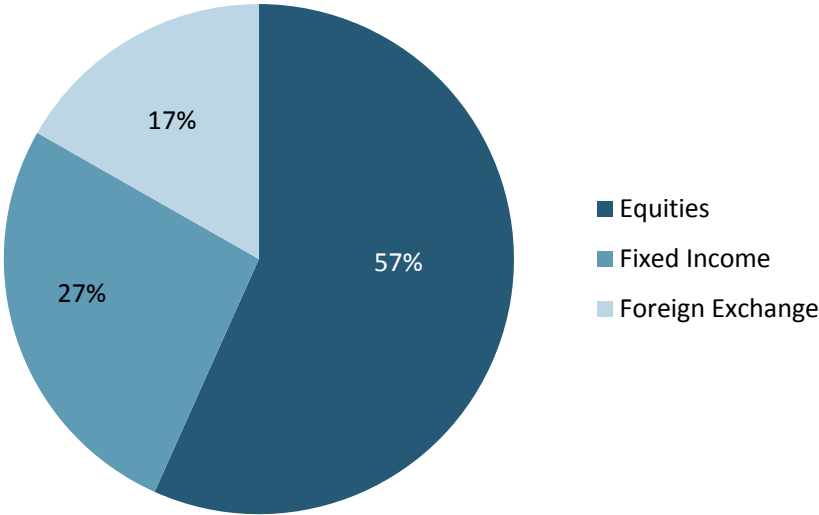
### **310,000 Total Pool of Participants**

Larger than any other research provider

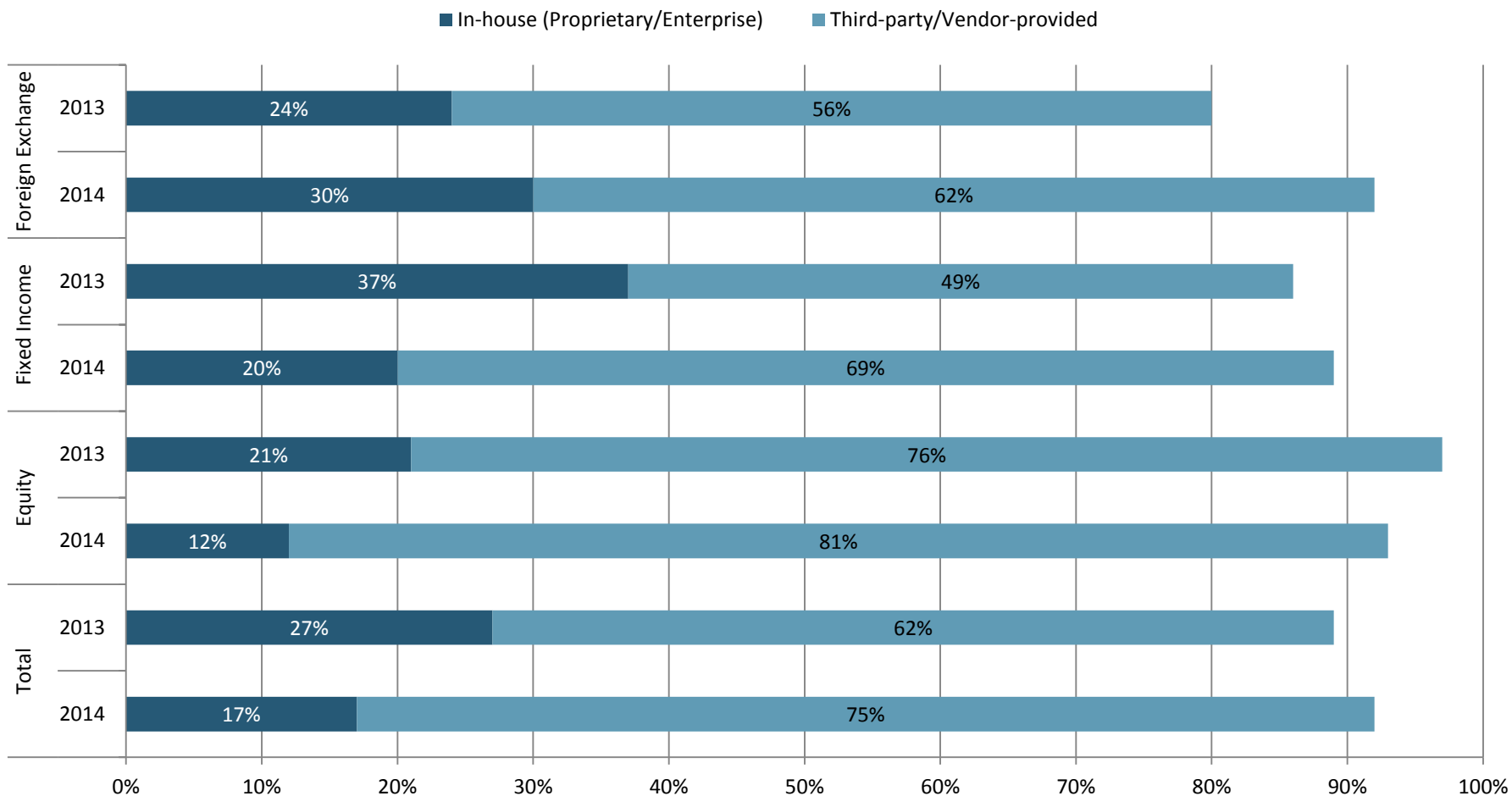
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# Study Overview

Between August 11 and September 19, 2014, Greenwich Associates interviewed 358 buy-side traders across the globe working on Equity, Fixed Income or Foreign Exchange trading desks to learn more about OMS platform usage and trends.



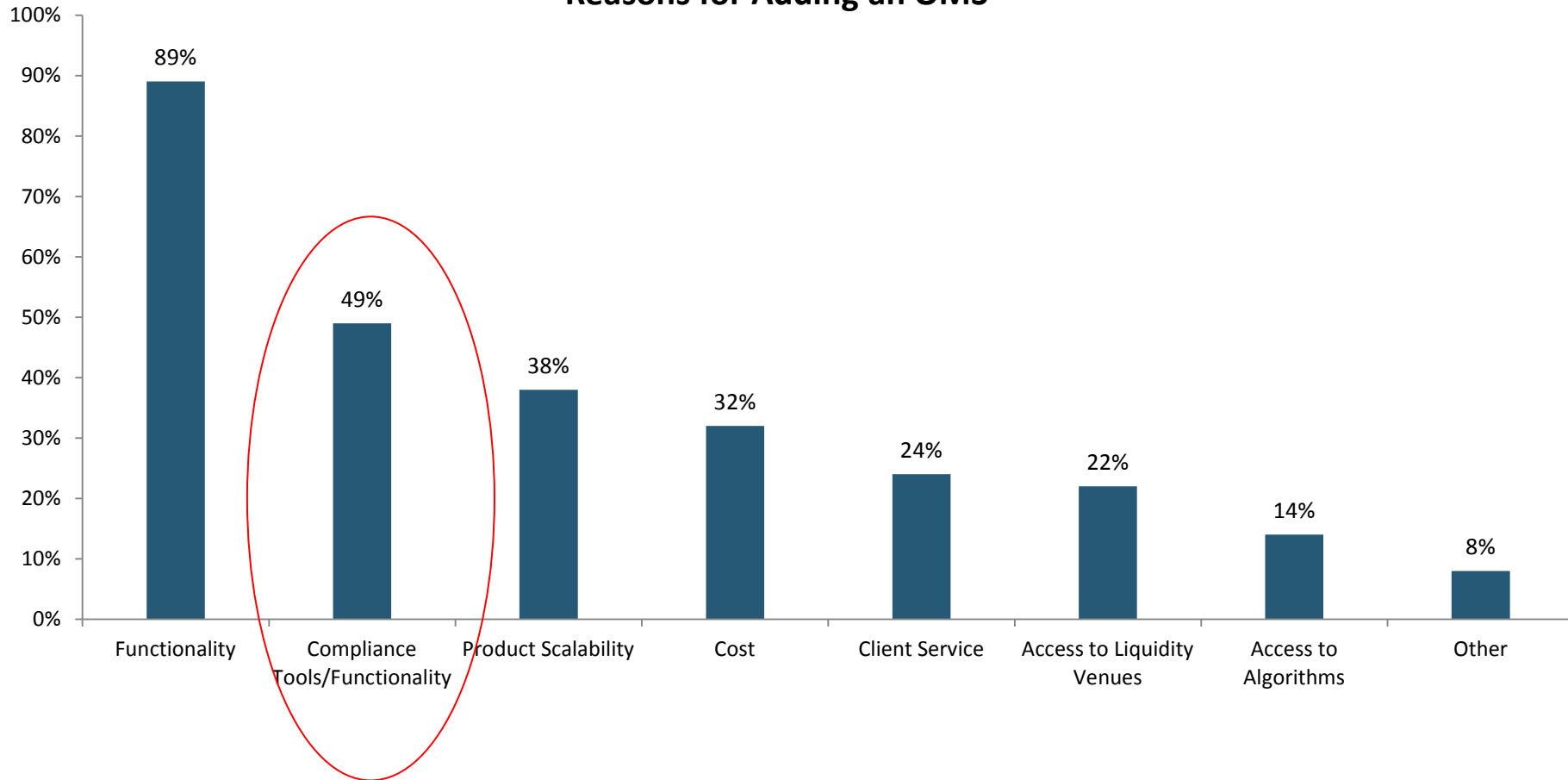
# Use of Third-Party OMS's Continues to Grow



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2013 Based on 204 respondents, including 82 Equity investors, 67 Fixed Income investors and 55 FX investors. 2014 Based on 304 respondents, including 182 Equity investors, 75 Fixed Income investors and 47 FX investors.

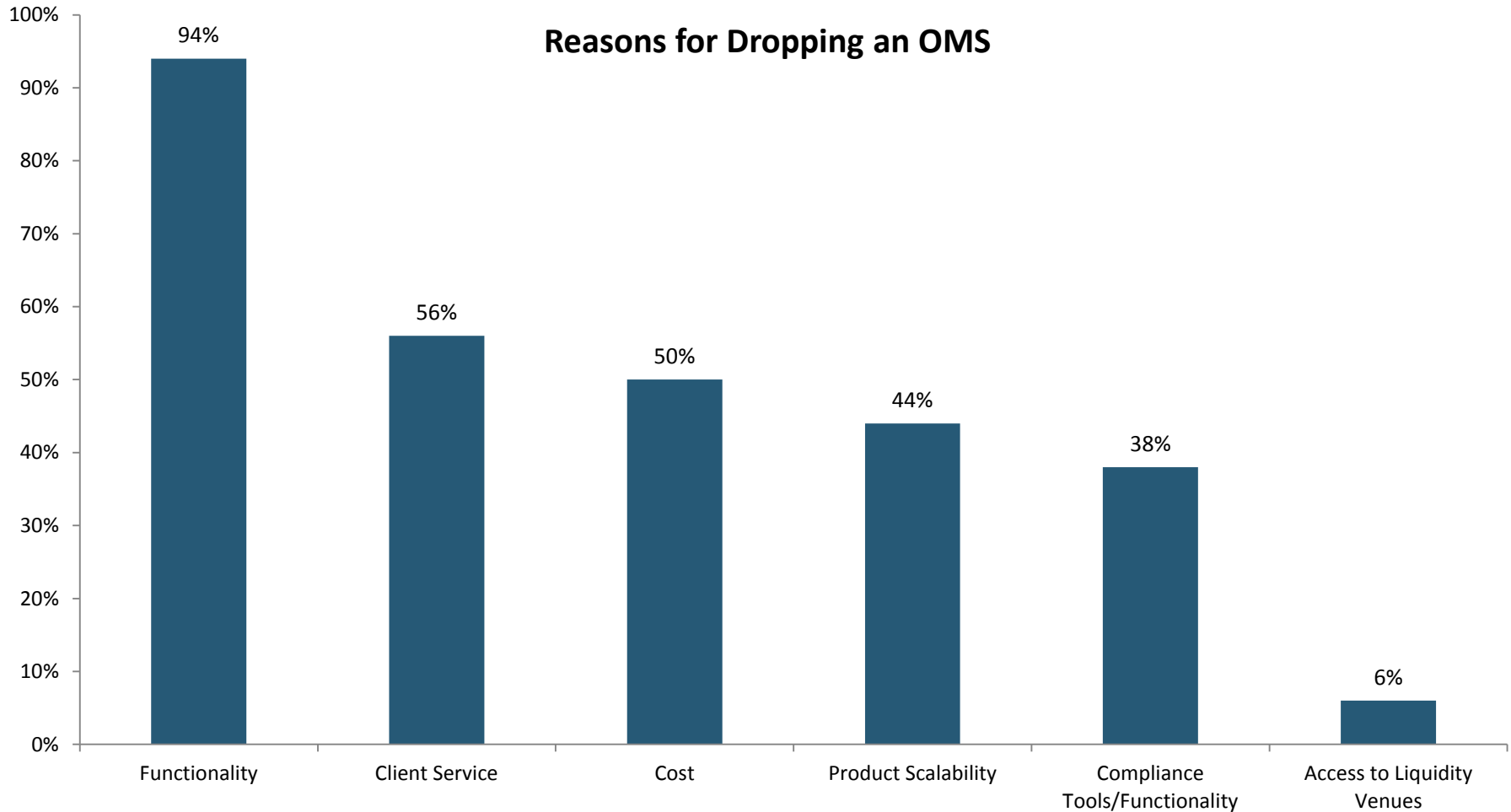
# Compliance Functionality Drives OMS Selection

## Reasons for Adding an OMS



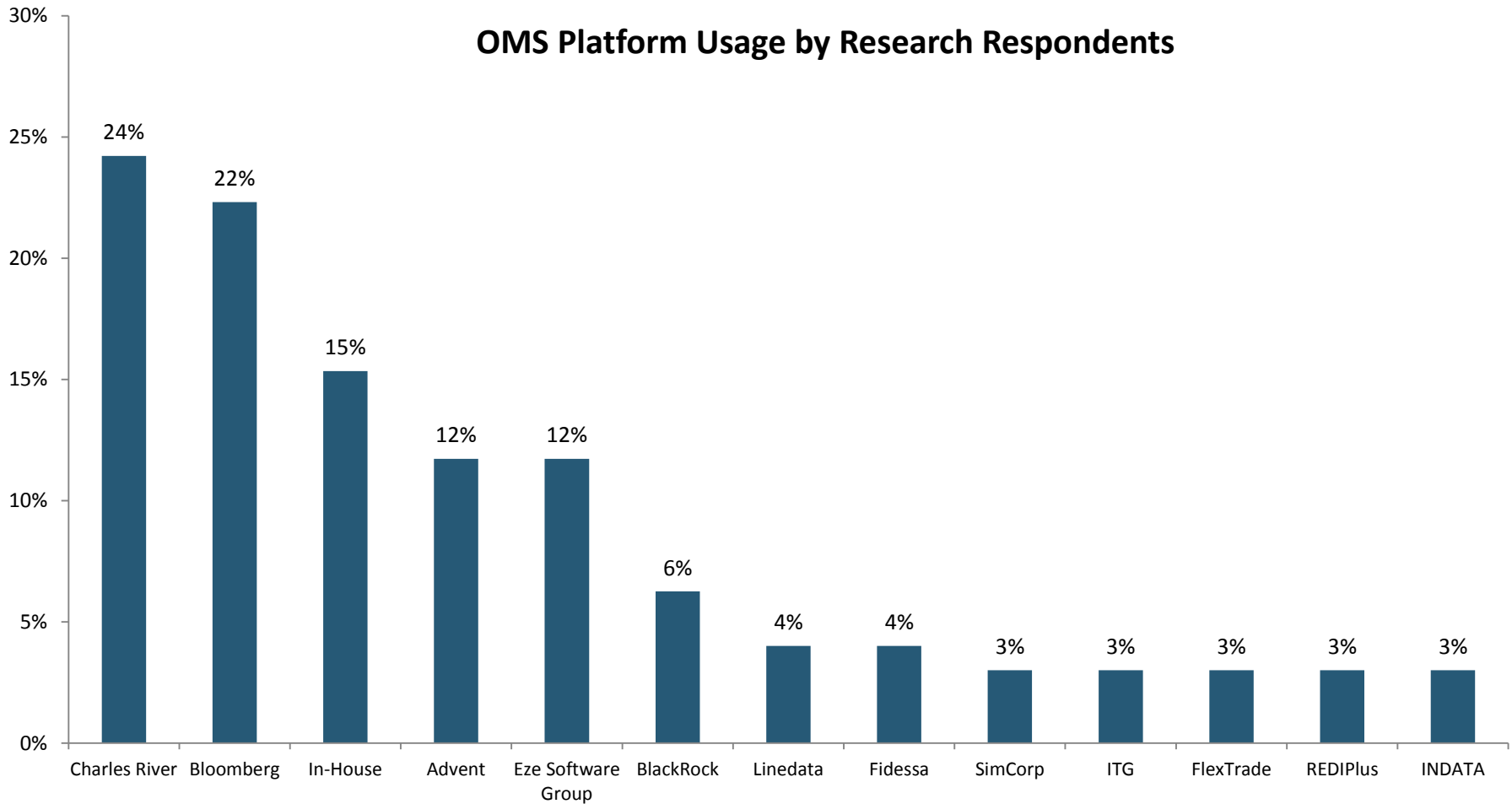
Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2014 Based on 34 respondents.

# Lackluster Customer Service and High Cost Can Force a Change



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2014 Based on 16 respondents.

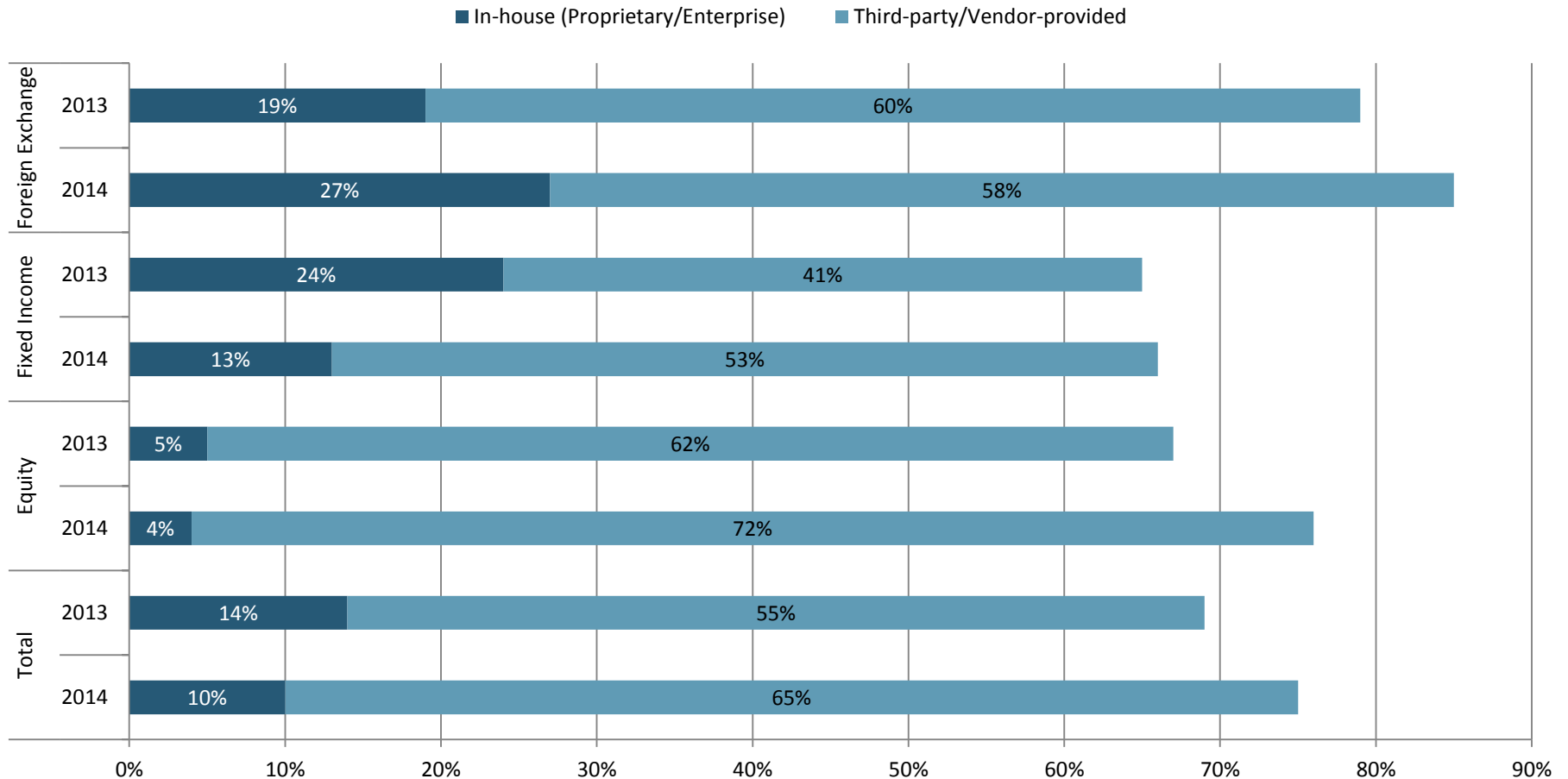
# Incumbents Still Dominate OMS Market



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. Based on 136 respondents in 2013 and 256 respondents in 2014.

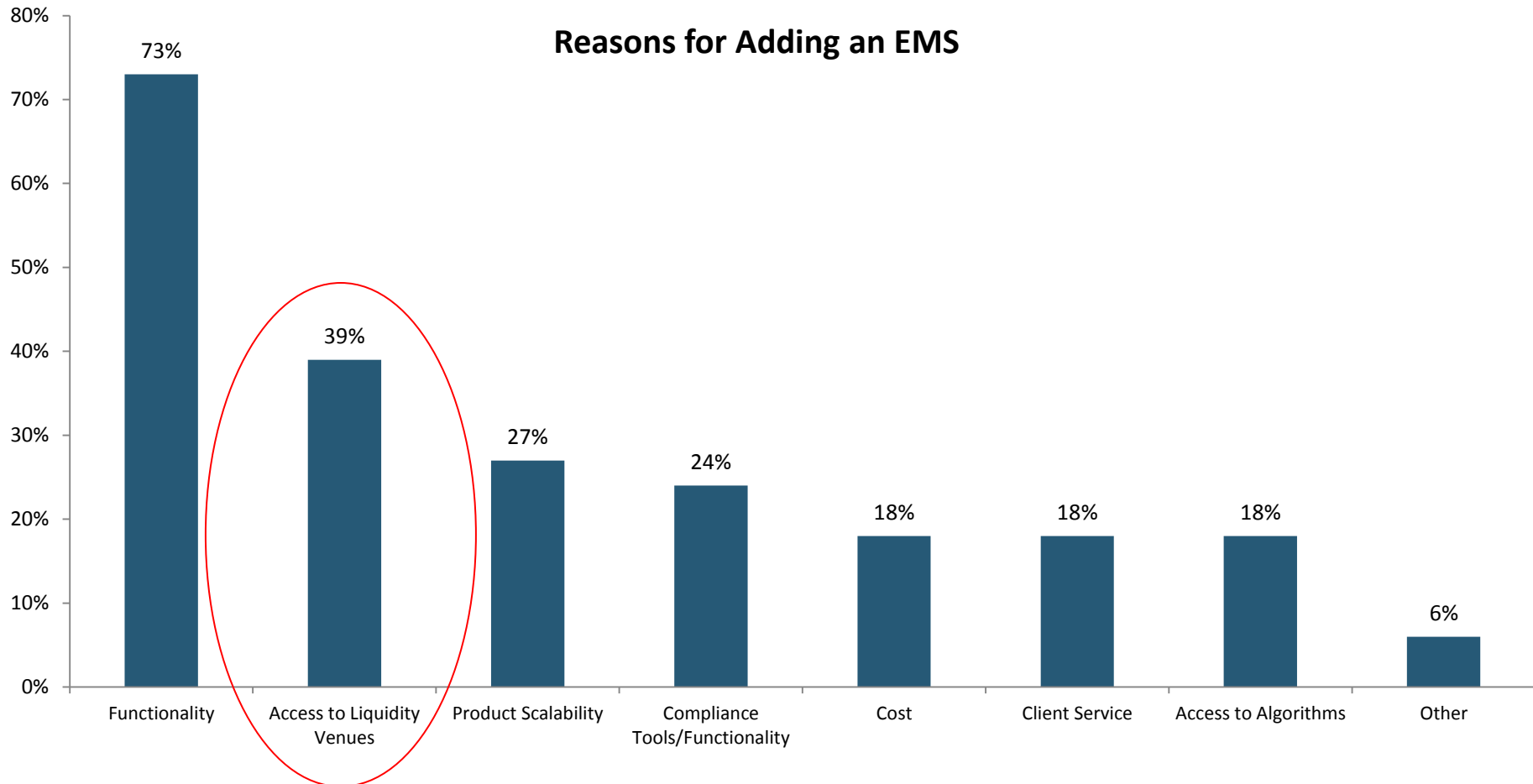


# In-house EMS's Few and Far Between



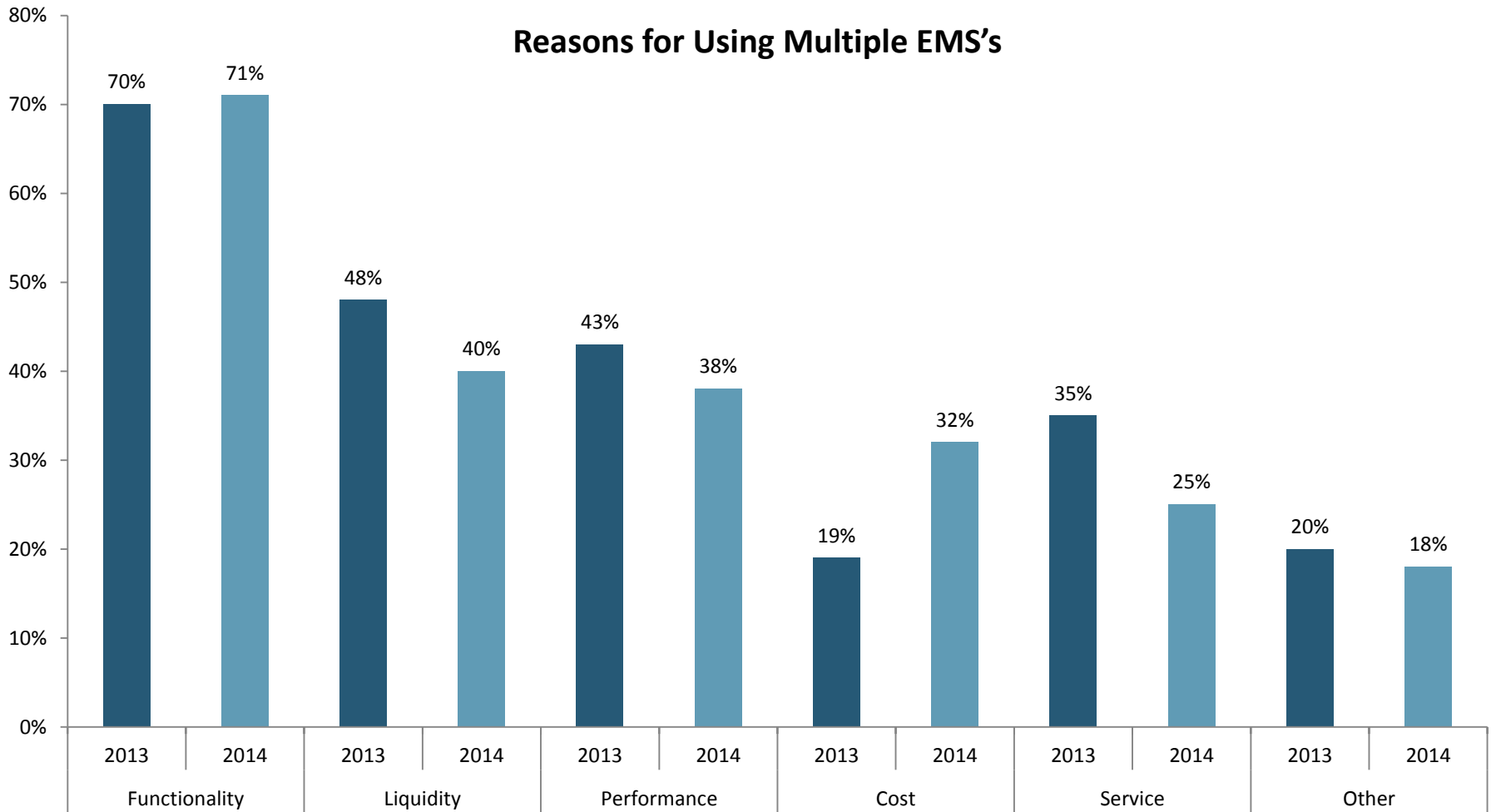
Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2013 Based on 183 respondents, including 81 Equity investors, 54 Fixed Income investors and 48 FX investors. 2014 Based on 289 respondents, including 176 Equity investors, 68 Fixed Income investors and 45 FX investors.

# Functionality and Liquidity Access are Table Stakes



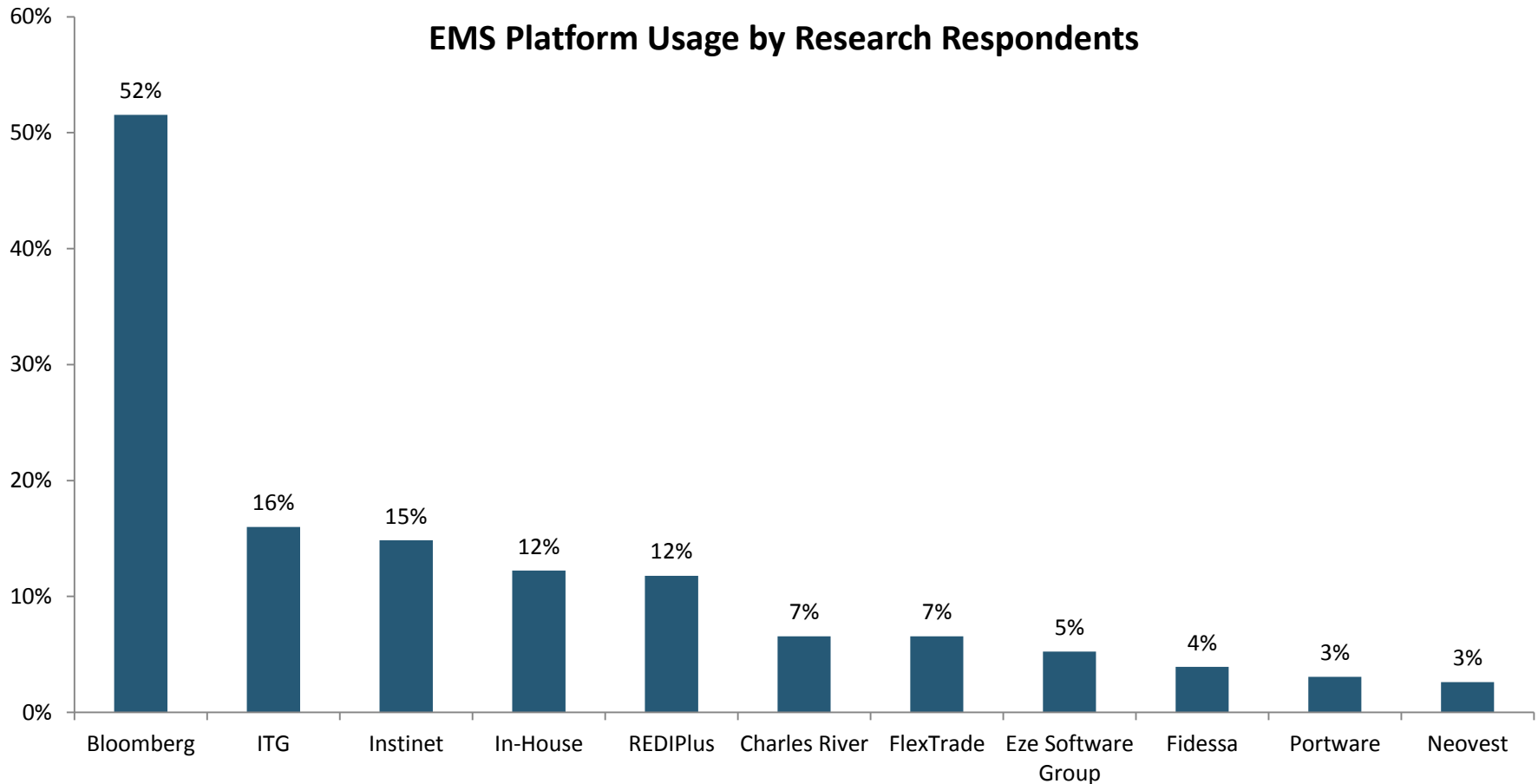
Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2014 Based on 33 respondents.

# Multiple EMS's Can Still Compliment One Another



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2013 Based on 54 respondents, including 30 Equity investors, 15 Fixed Income investors and 9 FX investors. 2014 Based on 112 respondents, including 66 Equity investors, 20 Fixed Income investors and 26 FX investors.

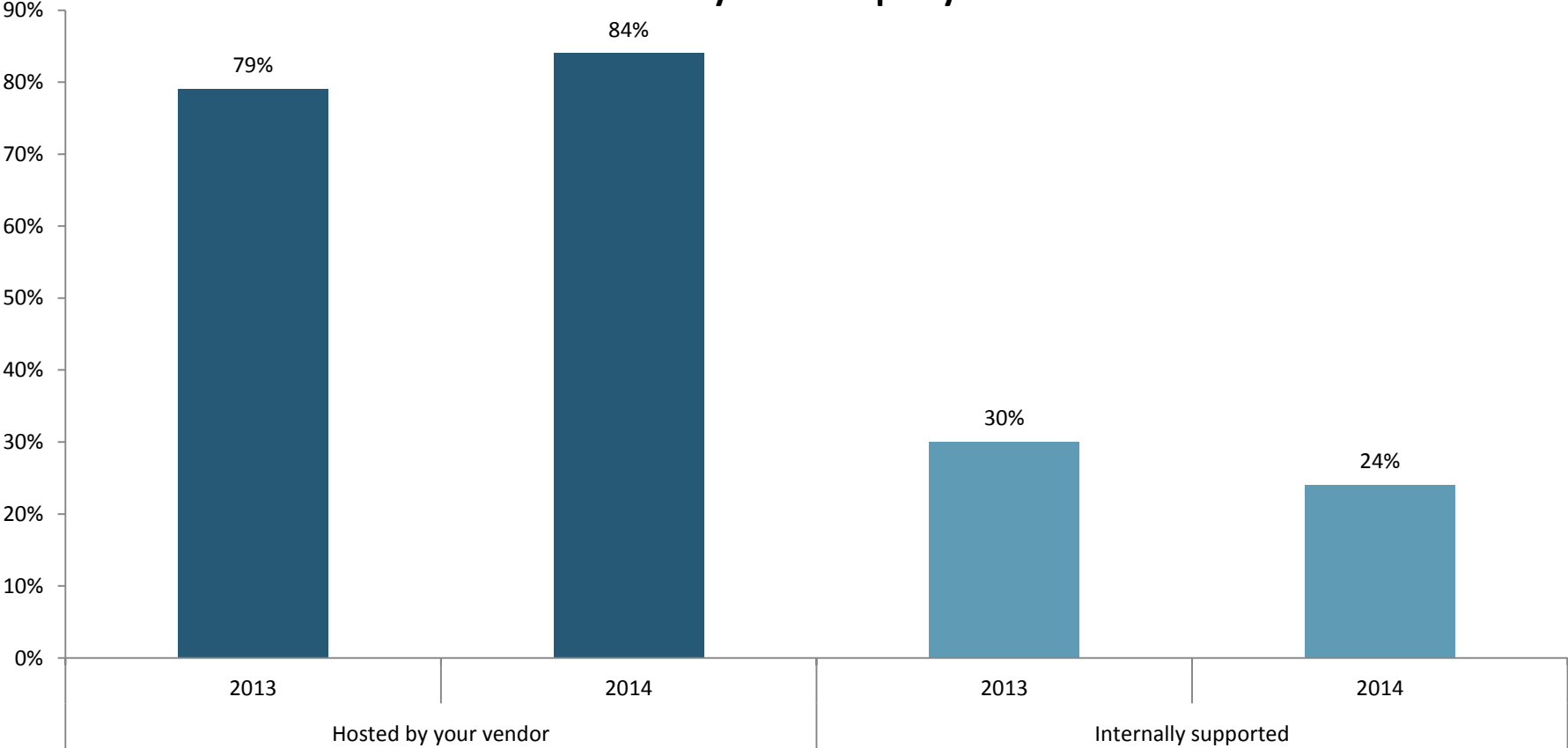
# Despite Bloomberg's Growing Penetration, Competition Remains Fierce



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. Based on 192 respondents in 2013 and 229 in 2014.

# Hosting In-house Increasingly Out of Favor

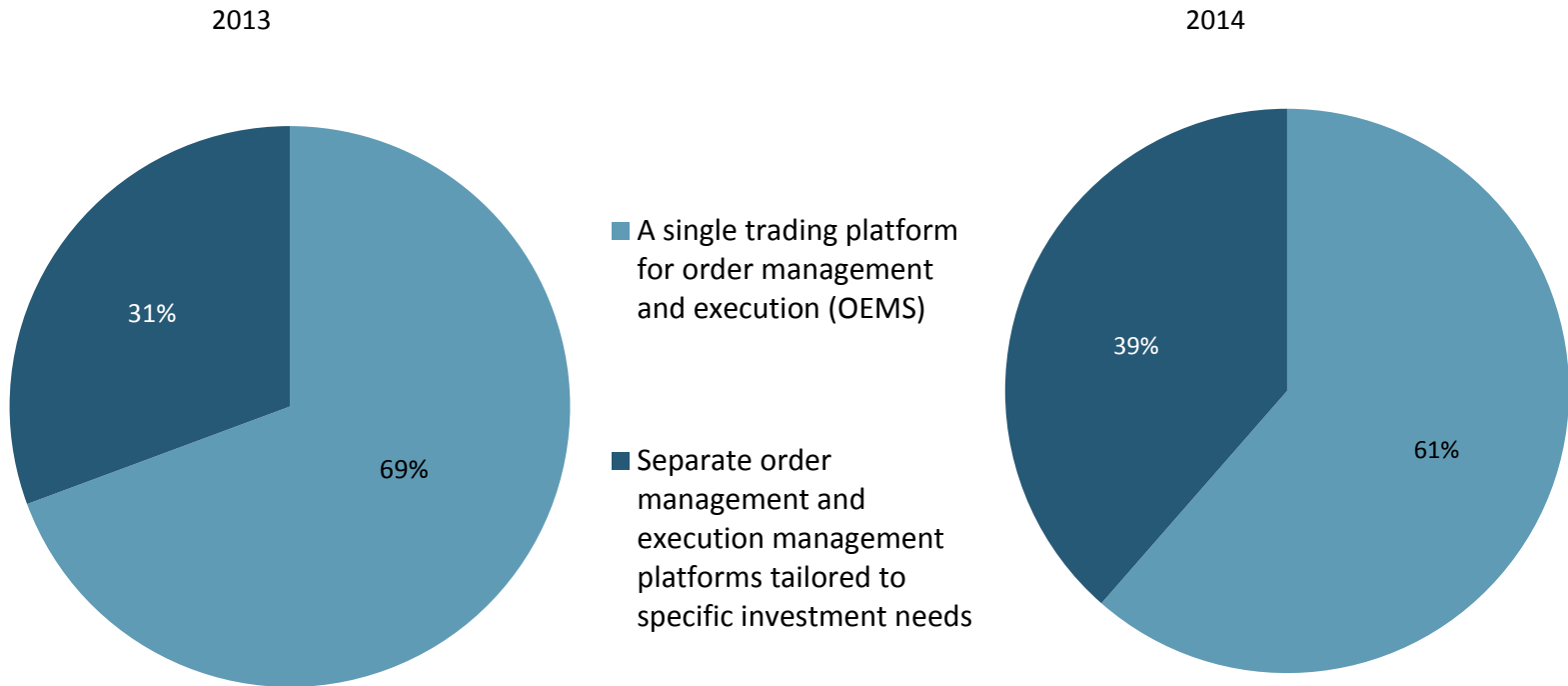
### Who hosts your third party EMS?



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2013 Based on 116 respondents, including 60 Equity investors, 26 Fixed Income investors and 30 FX investors. 2014 Based on 204 respondents, including 134 Equity investors, 42 Fixed Income investors and 28 FX investors.

# Demand Still Exists for OEMS, Yet Few Use One

## Would you prefer a combined OMS/EMS?



Source: Greenwich Associates 2014 Trading Desk Optimization Research Study. 2013 Based on 199 respondents, including 81 Equity investors, 61 Fixed Income investors and 57 FX investors. 2014 Based on 306 respondents, including 179 Equity investors, 77 Fixed Income investors and 50 FX investors.

# THANK YOU

Thank you for taking the time to attend our webinar today.

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Please take a moment to let us know what you think.

*(Optional survey will appear)*

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