neuron ESB
case study

BlueCrest Capital Management LLP
Sinai Trading System

"After the evaluation it was very quick for us to incorporate Neuron·ESB into our Sinai trade posting architecture. We soon had quite a complex message flow running between our various trade capture, trade administration and risk systems. Using Neuron·ESB, we've created a way for individual systems to connect to each other and share a standardized protocol for many of our data structures."

Alan Ambrose, Head of Impelementation
BlueCrest Capital Management LLP

The Challenge

BlueCrest Capital Management LLP is a leading UK-based financial services company which manages significant institutional assets across a number of diversified strategies. Since its inception, BlueCrest's objective has been to construct a trading infrastructure of investment bank quality, upon which trading teams can be built and new strategies developed. BlueCrest believes in a model by which it employs teams of market specialists across numerous disciplines, all operating with state-of-the-art proprietary analytical technology.

Managing a large portfolio on behalf of their customers and staying abreast of the ever-changing financial market means dealing with thousands of transactions securely and efficiently from a technology perspective. The BlueCrest team knew they wanted to use the principles of SOA and an infrastructure based on the Enterprise Service Bus paradigm to handle the trade flow. They needed a tool that would be easy to use and not require days to install, months to learn and years to actually start producing a return on investment.

Their research led them to Neuron·ESB.

The Solution

Due to the heterogeneous nature of their best of breed environment, BlueCrest required a tool that could help them bridge systems but still offer the ease of use and efficiency found in a Microsoft-based solution.

Neudesic worked closely with the BlueCrest team to capture their vision of the required solution and established criteria for a Proof of Concept (POC). Once the organization's criteria for success were established, the team quickly developed a scenario for BlueCrest to test as the basis for the POC. Neuron·ESB was then presented as the solution to meet all of their requirements and to handle thousands of transactions securely and efficiently.

CHALLENGE

- Manage significant institutional assets across a number of diversified strategies
- Construct a state-of-the-art trading infrastructure upon which new strategies can be developed
- Stay on top of the ever-changing financial market
- Technologically handle thousands of transactions securely and efficiently
- Deploy an easy-to-use tool that can be installed quickly and produce ROI rapidly

SOLUTION

- Neuron•ESB, a Microsoft-based solution that bridges systems but still offers the ease of use and efficiency
- Quick integration into the existing Sinai trade posting architecture
- Ability to address complex message flow running between various trade capture, trade administration and risk systems
- Dedicated teamwork and responsive Neuron•ESB team which captured BlueCrest's vision

BENEFITS

- Neuron·ESB is helping to manage billions of dollars without a long and costly up front effort
- Ability to route trade flows from one system or organization to another
- Very quick rollout of the solution
- Scalable and agile solution that can be applied across the organization
- An effective and flexible architecture with immediate focus on ROI

"After the evaluation it was very quick for us to incorporate Neuron·ESB into our Sinai trade posting architecture," said BlueCrest's head of implementation, Alan Ambrose, describing the company's experience with introducing Neuron·ESB into their organization.

"We soon had quite a complex message flow running between our various trade capture, trade administration and risk systems. Using Neuron·ESB, we've created a way for individual systems to connect to each other and share a standardized protocol for many of our data structures."

Upon successful completion of the POC, BlueCrest immediately provisioned a first class production environment and went to work finalizing the solution. Within a matter of weeks, the newly integrated systems on Neuron·ESB were in production and ready to help BlueCrest's customers prosper.

The Benefits

To some, the concepts of SOA and ESB inherently mean a long, complex process of establishing committees and classes prior to any integration. However, BlueCrest has proven otherwise. The BlueCrest project has validated that a company can utilize Neuron·ESB to help them succeed in managing a complex trade flow without a long and costly up front effort.

BlueCrest knew that SOA was more than simply replicating point-to-point architecture over web services and they were looking for a solution to meet their needs quickly and with enough scalability and agility to be applied across the organization. BlueCrest's staff leveraged Neuron·ESB to build an effective and flexible trade flow architecture with immediate focus on the cost/benefit aspect of the implementation.

"Our trading teams expect fast-paced development and rollout to maximize business impact," said Alan Ambrose. "After establishing the shape of our trade messages for various instruments, we gave these to our various development teams together with the Neuron·ESB API, and we now have the bulk of our trade flow running across this architecture. The great benefit to us, in addition to the speed of rollout, is the flexibility of being able to route trade flows from one system or organization to another."

Another benefit BlueCrest has experienced is the true partnership that forms between a customer and the Neuron·ESB team when that customer chooses Neuron·ESB as their Enterprise Service Bus solution. "We are very pleased with both the level of skill and the response speed of the Neuron·ESB team," said Alan Ambrose. "This is a critical piece of infrastructure for us and the Neuron·ESB team continues to demonstrate their understanding of this by showing a great deal of enthusiasm and dedication."

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MAKING THE CONNECTION

Neuron-ESB is a trademarked product of Neudesic, LLC. Founded in 2002, Neudesic's mission is to be the trusted technology partner in business innovation. Neudesic delivers sustainable business results to clients through leading-edge technologies, innovative solutions and strategic alliances. Headquartered in Irvine, California, Neudesic is a privately held company, serving clients globally from offices across the United States.

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