

**Contact: Matthias Beckmann**  
Integral Development Corp.  
phone: (650) 919-1048  
email: matthias.beckmann@integral.com

2023 Stierlin Ct, 1<sup>st</sup> Floor  
Mountain View, CA 94043  
www.integral.com



# PRESS RELEASE

## **INTEGRAL Offers A Complete, Hosted Solution For FX Algorithmic Trading Firms**

- *Provides Managed Co-location In Integral Data Centers*
- *Builds On The Strong Global Demand For FX Inside HD™*
- *End-to-End Cloud Computing Solution Allows Algo Trader To Focus On Algorithms*

**Mountain View, CA (December 14, 2009)** — Integral Development Corporation ([www.integral.com](http://www.integral.com)), today announced an end-to-end hosted solution designed specifically to address the needs of algorithmic trading firms in foreign exchange. Delivered On Demand, Integral's solution provides everything a systematic trading firm requires to run its algorithms. From the machines, to the network, to applications, access to liquidity and APIs, Integral delivers a one-stop solution to get firms from trading model to live trading as quickly as possible. Co-located in data centers with FX Grid®, Integral's global inter-institutional connectivity and trading network, the service virtually eliminates latency. Clients have the option of using their own proprietary hardware or lease managed blade servers from Integral. Both options allow customers to reside in managed enclosures run by Integral. Users can deploy their own proprietary applications and access liquidity through the FX Inside API™, or take advantage of FX Inside HD, Integral's ultra-low latency version of FX Inside™ Professional EMS (Execution Management System).

"Some very smart algorithmic traders spend countless unnecessary man-years building and deploying IT infrastructure on which to run their trading strategies," said Harpal Sandhu, CEO, Integral Development Corporation. "Since Integral has the means and resources to get them up and running in no time, we decided to package it as a service and make it available for a nominal fee. We are convinced that this reduced friction will enable even more participants to enter and thrive in the FX market."

This announcement comes on the heels of strong global customer demand for FX Inside HD™. During the first ten months, sixteen institutions located in the U.S., Europe, Asia, Australia and China signed up for and gone live with the On Demand service.

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Said Vikas Srivastava, CEO, Cogence Capital, “We are very pleased with the performance and stability of FX Inside HD. This product brings us closer to the market which is a key precondition to achieve best execution in FX. Integral’s intense focus on the needs of its customers allows it to continue to bring such innovative solutions to the market.”

“Today’s customers are looking for leading-edge technology solutions that come pre-packaged as very easy-to-install components so they can be deployed rapidly,” said Harpal, Sandhu, CEO, Integral Development Corporation. “Integral was able to deliver on both accounts through a very elegant solution. Strong customer demand affirms that we successfully solved a pressing problem.”

Integral’s FX Inside HD delivers a rich user experience with ultra-low latency price discovery and best execution. Traders enjoy increased mobility and flexibility with the ability to access the EMS from any Internet-connected device. Integral provisions each user with their unique instance of the FX Inside Professional EMS co-located with the FX Grid, providing ultra-low latency access to prices from the FX Grid as well as high-speed execution. The user has complete configuration and trading control of the EMS instance from his local environment and is free to move from one device to another.

As before, clients have also the option to use Integral’s FX Inside API, a set of application programming interfaces to access liquidity directly from FX Grid. Institutional traders realize direct market access to multiple liquidity providers. The APIs can also be offered by brokers to their clients for access to the broker’s price streams. All APIs are provided within an SDK for easy inclusion into proprietary application environments.

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#### **About Integral**

Integral develops and operates FX Grid, a global Multi-sided Trading Facility (MTF) connecting active market participants with all major sources of FX liquidity. Together with FX Inside, its real-time Execution Management System (EMS), Integral's products represent the intersection of direct market access and algorithmic trading in the foreign exchange markets. Founded in 1993, Integral maintains development, support, and sales offices in Silicon Valley, Chicago, New York, London, Hong Kong, Tokyo, Singapore and Bangalore. Investors include Accel Partners, Adams Street Partners, Hudson Ventures, Ignite Group, Mizuho Capital and Mitsubishi UFJ Capital. For more information, visit [www.integral.com](http://www.integral.com).

#### **About Cogence Capital**

Cogence Capital is a new generation investment company that takes advantage of rapid advances in technology and unprecedented improvements in market access to trade electronically across multiple asset classes. We blend cutting edge, non-traditional quantitative forecasting methods with detailed market insights to produce a new class of trading models. For more information, visit [www.cogencecapital.com](http://www.cogencecapital.com).