



CUSTOMER SUCCESS STORY

ODDO BHF Grows eFX Volumes and Increases Revenue with Integral's FX Solution

The Challenge

ODDO BHF is an independent Franco-German financial services group boasting a history stretching over 150 years. With 2,300 employees and more than 100 billion euros in assets under management, ODDO BHF faces increasingly relentless competition.

"In order to stay a step ahead of our competitors, we needed a faster, more reliable solution for pricing."

Norbert Kaiser, Head of FX at ODDO BHF

In response to this challenge, ODDO BHF strives to gain every advantage possible.

They initially contacted Integral to develop a more sophisticated solution to provide pricing to clients.

Prior to working with Integral, ODDO BHF struggled to find technology that did not have latency issues, stale or inaccurate quotes, or inverted prices.

Requirements of the new solution:

- ❑ Increase revenue
- ❑ Implement a stable platform to manage high demand and increasing new business
- ❑ Operate a fully serviced platform in order to maintain customer satisfaction
- ❑ Develop and implement the platform rapidly given ODDO BHF's limited IT resources
- ❑ Manage costs of development and maintenance

"We can always trust the Integral BankFX system, especially in periods of extreme market stress. We don't have to worry about latency issues, inverted prices, or our platform crashing."

Norbert Kaiser, Head of FX at ODDO BHF

The Solution

Integral provided ODDO BHF with a world class white label eFX integrated system that supported their demands to serve their existing customers and grow new business with the industry's most flexible and reliable trading platform.

The solution includes:

- ❑ **Optimal price distribution** — Integral provided ODDO BHF with their own branded and customized GUI solution providing the capability to distribute prices both internally and externally
- ❑ **Best FX prices** — Using relationship bank liquidity and unique sources
- ❑ **Network growth** — Ability to connect to over 200 liquidity providers and potential customers on the Integral network
- ❑ **Cloud hosted solution** — Zero hardware and datacenter costs, with high reliability and ultralow latency access to market counterparties
- ❑ **Post trade STP**

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The Results

Integral has continually worked with ODDO BHF to provide the best solutions as their business evolves and grows.

The results have been positive:

- ❑ Increased access to multiple sources of liquidity has enabled ODDO BHF to provide their clients with competitive pricing in an increasingly crowded market
- ❑ 40% growth of electronic trading volumes in 3 years
- ❑ Increased revenue in FX trading with both established customers and new markets
- ❑ Substantial cost reduction

“Integral works with us to develop features we need to deliver the best solution possible to our customers and responds quickly and effectively if issues arise. Our partnership with Integral has been critical to our growth.”

Norbert Kaiser, Head of FX at ODDO BHF

About Us

Integral is leading the SaaS revolution. We built our cloud technology before the world knew what cloud was.

We are the currency technology partner to hundreds of financial institutions with close to \$60bn traded, transacted or exchanged daily on our network.

Adopted first by the financial markets and now invaluable to every global business across all industries – our corporate-meets-consumer cloud, technology stack is already powering the change and solving the currency challenges every global organization is facing.



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