



FRONT OFFICE ROBOTIC SOFTWARE COMPONENTS

• **DECISION INTELLIGENCE**

Maxatta is a University College London (UCL) spin out company and works with their Computational Statistics and Machine Learning (CSML) Department to offer next generation capabilities in the Front Office.

• **ACTIONABLE INTELLIGENCE**

Using the rich data sets available we offer fast intelligence required for desk decision making.

• **DESK PROCESS AUTOMATION**

Our software captures desk workflows to maximise efficiency and scalability.

• **DATA CAPTURE**

The Front Office is an information hub and we offer state of the art technology to capture, store, clean and monitor data. We link market data and news to internal client data and research.

FRONT OFFICE INNOVATION

Financial Markets Front Office

The Front Office in Financial Markets is a growing industry making in excess of \$300 billion a year in revenue. In this article we review the core purpose of this industry and explore the challenges to innovation and the potential rewards for those who can successfully find value creation in the Front Office.

Financial Markets bring together organisations to trade financial assets such as stocks, bonds, commodities, currencies, and their derivatives.

The purpose of a financial market is to set prices for global trade, raise capital, and transfer liquidity and risk. It is a place where supply meets demand against the backdrop of the latest information relevant to that asset.

These three components create a continuous reference point that propagates through the global economy to understand asset value.

To that end it is critical that markets are efficient through connecting the latest relevant information and testing price and risk levels through transactions between buyers and sellers.

This makes Front Office Financial Markets an information hub that needs to capture real time events and translate them to actionable intelligence to better service clients and manage risk.

Finding Top Line Impact

Whilst the opportunity to innovate should be considered across the whole business, a focus to innovate in the Front Office offers tangible improvements to top line revenue and the highest return on investment.

This requires an understanding of the domain and to re-think value propositions from the ground up.

This makes Front Office innovation a tough challenge given the need to access domain understanding, macro trends and client expectations all the while operating in a time pressured environment.

Strategic Benefits of Front Office Innovation

Understanding the strategic benefits of innovation in the Front Office is critical to the innovation strategy across the business.

Innovation that leads to a change in a business model offers significant reward for those first to market. Aligning innovation with client led business models is the solution.

Address challenges at the point of creation, the client problem we seek to solve measures the value of the solution against the potential of full value.



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Maxatta Engineering:

At the core of Maxatta is an engineering team of; expert architects, developers, test engineers and analysts who focus on building, managing and supporting the DeskOS product for our clients.

Our environment is built upon the principle of CDAAS (Continuous Delivery As A Service) which is integral to the rapid delivery of scalable and reliable software across multiple teams to meet customer expectations.

Maxatta and Innovation:

An example Maxatta are working on is the delivery of analytical systems, and in particular, Machine Learning based technology, into mission critical production environments.

FRONT OFFICE INNOVATION

Macro Thinking

A common view is that data is the most critical broad challenge in the front office. The opportunity to capture and aggregate data across Business Lines to create actionable intelligence for traders, salespeople and management and address the industry macro challenges of:

- Increasing forms of alternative data.
- Increasing speed and frequency of data.
- Growing product sophistication.
- Increasing regulation, compliance and audit requirements.
- Greater competition creating pricing pressure.
- Technology becoming more fragmented and complicated to manage.

Understanding this across the contents of macro trends in technology;

- Machine Learning
- Robotic Process Automation
- Blockchain
- Internet of Things

Provides the tools that are making a difference to way we think about value creation.

Blending that with what makes a difference to clients provides new ground to experiment and discover new opportunities.

We expect innovation in the front office to uncover new business models, with those first to market to create sustainable value to clients. A second even more exciting possibility is the creation of new markets as existing products and services are re-shaped to meet and exceed client expectations.

About Us

Maxatta is a Fintech company focused on Automation products for the Front Office across Financial Markets. We are thinking about how RPA (Robotic Process Automation) and Machine Learning will create new business models and opportunities across the Front Office.

We are a team of former Hedge Fund Managers, Bankers, Technologists and Academics who are building a new category of software focused on delivering core top line and bottom line value across the Sales, Trading, Research and Support functions in the Front Office.

Working with world leading Academics at UCL Maxatta extend the state of the art performance from Machine Learning to create true innovation in Financial Markets.