Reliability, Security, and Speed Drive Revenue

Online brokerage users expect their brokerage site to be always available, quotes to be delivered in real time, and trades to execute instantly. If their broker isn’t able to meet these requirements, they’ll likely trade on a different account, switch to the call center, and stop recommending their broker to others. Today’s online brokerages can’t afford to fall short of customer expectations. According to the Gartner 2016 Financial Services CEO Survey, revenue growth via customer experience improvements remains a core business priority.

The Akamai Difference for Online Brokerage — Solutions Designed to:

• Improve speed and availability for brokerage transactions — critical to retain active traders and grow revenue
• Ensure high performance for trading, research, account opening, and customer service by routing traffic around Internet bottlenecks
• Protect customer data by integrating with existing security infrastructure
• Help protect bottom line by enabling entry into new markets without the expense of new infrastructure
• Ensure optimized web performance for account opening, customer service, and online transactions by routing traffic around public Internet bottlenecks
• Improve availability by defending against Denial-of-Service attacks, event-driven demand spikes, and rerouting around natural disasters

How Akamai Addresses Core Performance Issues

To improve performance, brokerage firms have invested in state-of-the-art application infrastructure for online trading. Yet physical distance, inefficient protocols, Internet congestion, and poor routing on the public Internet can still add seconds — leading to unacceptable transaction performance.

The Akamai Intelligent Platform™ addresses these issues so that brokerage firms can do what they do best — focus on the market. Akamai’s global platform is designed to help customers overcome the challenges of delivering complex, ever-changing content to a global audience and includes integrated tools that maximize availability, speed, and security.

Protection for High-Volume Traffic Events

To counter the size and strength of large financial companies, smaller companies have gained tremendous in-roads in traditional sectors. An example of this is in the financial markets, where new exchanges are being funded to negate the speed and performance of large investment banks and high-frequency trading platforms through open-source technology in the routing and wiring space. The development of digital currency has created interrelated markets in digital signatures, digital contracts, digital certificates for physical assets, and more. The advantages of digital models over brick-and-mortar companies are cost savings, ease of connectivity, adaptability to state and federal regulations, and interoperability. Small companies can leverage Akamai’s highly distributed network to accelerate content and drastically reduce latency. By accounting for built-in gaps in security, Akamai’s robust risk mitigation system can increase confidence when dealing with alternative currencies.
Improve Performance While Reaching into New Markets

A global leader in software solutions for the professional investment markets partnered with Akamai to deliver investment management CRM solutions to its global clients. This on-demand, Software-as-a-Service (SaaS) offering was critical to its business objective of expanding across Europe and into the Asia-Pacific region, accounts for over 90% of all new business, and has won over top-tier global investment managers. However, the firm soon realized that an important Asian client was experiencing sub-par performance when it accessed its suite over the Internet. Since implementing the Akamai Web Performance Solution, the company is now able to deliver its application 6-7 times faster on average to users in the Asia-Pacific region and up to twice as fast to users in Europe. It also realized the benefits of not having to build out additional infrastructure and have seen its retention rate grow 96% as a result of the performance increases.

Learn more about Akamai’s capabilities for financial services at akamai.com/finserv