



The Key to Your World



Client Standard Chartered Bank
Singapore



Branch Finance

Project The deployment of the WEY *oneDesk* solution to streamline trader desktops at Standard Chartered Bank.

Client Standard Chartered PLC is a leading international bank, listed on the London, Hong Kong and Mumbai stock exchanges. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its income and profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years.

With 1,700 offices in 70 markets, Standard Chartered offers exciting and challenging international career opportunities for more than 80,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. The Bank's heritage and values are expressed in its brand promise, 'Here for good'.

Challenge Standard Chartered has a number of initiatives to continually optimise its internal operations – from environmental, ergonomic, visual and ongoing support perspectives. Standardisation of the desktop screen configuration on the trading floor is a key goal because standard screen layouts simplify support, reducing screen count saves power, and uniformity gives staff a more pleasing working environment. A single row of screens on the trading desks has been made an absolute requirement to give line-of-sight trading.

The traditional deployment of market data services uses dedicated screens to display trading applications. Apart from being physically different, they are often mounted to the side and above the PC screens, ruining line of sight and compromising the screen space available to the user for their local PC.

Standard Chartered Bank in Singapore is the first site to go live in the global deployment of the WEY *oneDesk* Solution.



Solution WEY Technology worked with Standard Chartered to integrate both market data and transactional services that traditionally require dedicated screens on the PC desktop. The goal was to standardise the desktop screen array and eliminate proprietary keyboards.

Capture technology is utilised to present market data screens in windows on the traders' PC desktop, and the user interface is designed to integrate the services as far as possible into the Windows environment. This means that the user is able to treat the normally separate services such as Bloomberg, Thomson Reuters, Dealing 3000 and EBS as part of the desktop. Simply clicking on the target window activates the WEY keyboard to control that service. The solution is an integral part of the WEY *oneDesk* suite of desktop integration tools.

Facts & Figures

WEY *oneDesk*
80 Desks / 320 Screens
Capture
Focus
Keyboards
MK06
80 Desks

Focus technology means that other applications on the PC can also control the WEY MK06 Keyboard, providing each user with application specific function keys and the ability to tailor the keyboard to their exact requirements easily. The Focus solution is part of the WEY *oneDesk* suite.

Benefits The WEY *oneDesk* suite incorporates Capture, Focus and the MK06 Keyboard to solve the screen dilemma on the SCB trading floor. Standard Chartered trading desks are now configured with wide panel screens, providing the traders with all the essential trading tools on fewer screens and using less power, enabling true line-of-sight trading in a tidy environment – all this with over 35% increase in usable PC desktop space.

The traders also enjoy a more efficient workspace, using either keys or the mouse to switch between trading services and other applications, empowered to work the way they want to work.

Testimonial Anthony Hodge, Head of FM Infrastructure Solution Design at SCB comments: "The positive feedback from our traders has given us more reasons to replicate this to the rest of SCB's major hubs (HK, UK, UAE, NY) on demand basis. WEY *oneDesk* solution simplified the use of complex trading applications, removing the need for additional dedicated monitors traditionally used for these standalone systems and allowing traders to use single keyboard and mouse to control multiple PCs making their life simpler and more efficient. WEY *oneDesk* is definitely one of the best technology solutions we have implemented."

