

Cash/Currency
Securities s/i s/i

 Asset Management

 Private Banking

 s: stand-alone
 i: integrated

KeyTrader.

Your gateway to the global markets.

KeyTrader is your connection to the markets of the world, without the expense of exchange memberships. You can integrate your order flow into our straight-through processing (STP) platform and access the most efficient and cost-effective gateway to over 50 exchanges worldwide.

Your access is provided through the same infrastructure that we use ourselves. This ensures a high level of security and performance, as well as absolute reliability. Our business depends on it, yours can too!

Introduction to KeyTrader

Our three "pipes"

Over the last decade, two methods of transmitting financial data have become industry standards: FIX and SWIFT. Traditionally, FIX was seen as a mechanism for streamlined trading, whereas SWIFT specialized in settlement and custody messages. However, it has been announced that the messaging types would converge, allowing the seamless flow of data across the entire transaction chain.

These message types allow for a fully automated host-to-host connection, and provide you with the possibility to process your order flow with us, via STP.

With the KeyTrader application, UBS can also provide your staff with a graphical user interface (GUI), which allows you to manually enter securities orders and receive market data from selected markets. You can also monitor your overall order flow.

All three options have their advantages, and because each option is supported by UBS, you can choose the solution that best suits your own needs.

Tradable securities

UBS offers a broad range of products that can be traded over these electronic networks. Fixed income securities, funds and risk management products can all be traded through the same mechanism as equities.

What is right for you?

We can offer you a combination of services that will provide you with the best possible solution. For example, we can take your orders via SWIFT or FIX and provide you with our KeyTrader GUI so that you can monitor the status of your trades. We are available to discuss with you the opportunities for combining these services.

Execution

KeyTrader FIX

KeyTrader FIX allows you to route your orders via a host-to-host connection using the FIX message standard. This offers a fast and secure method of transferring order information and allows straight-through processing of order and trade confirmation information.

UBS supports connections through either a secure leased line or the Internet. The work involved in implementing such a link will depend on your system environment. Overall installation, connection and testing may take from three to six months for new FIX users or approximately six weeks for existing FIX infrastructures.

Our FIX infrastructure is also available via several third-party system providers like Reuters Intertrade Direct, Bloomberg etc.

KeyTrader SWIFT

KeyTrader SWIFT allows you to route orders and receive confirmations as well as custody messages via a host-to-host connection – with the benefits of straight-through processing. The SWIFT proprietary messaging system is used.

If you already possess the SWIFT order capability, implementation is straightforward, as it takes approximately two weeks to ensure that our use of the message formats is compatible with yours.

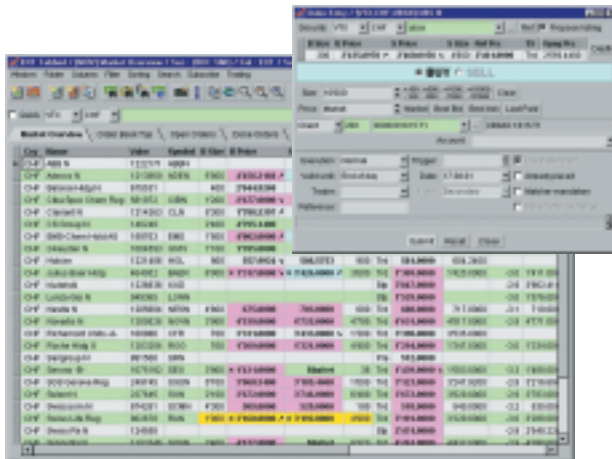
Often existing SWIFT installations do not make use of the order routing message (MT502) capabilities. The effort necessary for implementing this will depend on your infrastructure but could take as little as two months.



KeyTrader GUI

This is our PC-based GUI (graphical user interface) package, which facilitates the input and control of your order flow.

Implementation is quite simple, involving little change to your existing environment. Setting up of the network connection plus overall implementation and training takes between four to six weeks.



KeyTrader GUI can be used to enter orders manually and as a monitoring tool for FIX/SWIFT generated order flow. Connection is provided either through a secure leased line or through the Internet.

Advantages of using KeyTrader

- Market access without exchange memberships
- Single interface for all markets
- Straight-through processing
- Cost reductions – both internally and externally
- Shift from fix to variable costs
- Decrease in IT development due to single interface (no adaptation needed for exchange software releases, application software upgrades covered)
- Reduction of operations exception handling
- Configurable to meet client requirements
- Allows client to focus on core competencies
- Strategic reallocation of resources
- Dedicated project manager to facilitate implementation

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KeyTrader features

- Access to over 50 markets worldwide
- Cross-product offering (stocks, bonds, warrants, funds – primary and secondary market)
- Scalable according to order volume
- Real-time entry/trade confirmations
- Optimal system reliability and security
- Comprehensive support offered
- Allows management of own trading books

Specifications

IT security

Security is the heart of our business. UBS has several layers of protection in place including: password protection, secured networks, firewalls and encrypted message formats.

KeyTrader GUI and FIX both use TCP/IP based carriers over several carefully selected vendor-managed networks or leased lines. SWIFT uses its own proprietary network.

Engines and gateways

For a host-to-host connection, you will need an electronic gateway in place, which adheres to either the FIX or SWIFT protocols. UBS can supply documentation and advice where necessary.

Versions

UBS currently supports FIX versions 4.0, 4.1 and 4.2 as well as the SWIFT ISO15022 compliant version.

Size of orders

Methods of connectivity do not impose restrictions upon order size. However once orders reach a certain size (depending on the item being traded), manual intervention may be necessary. Nonetheless, the “best execution principle” is guaranteed.

General

Today our user base includes intermediary clients in Germany, Austria, Luxembourg, Denmark, Sweden, Switzerland and Liechtenstein. Other European countries will follow. Please contact us for the latest information regarding your country.

Contacts

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