



FX Markets Counterparty Radar

Head of Sales

The Challenge: Prospecting



How do I identify funds with flow that I should be pitching for?



How do I convince new clients to come on-board with us?



What is my share of a certain fund's trade?

The Counterparty Radar solution

The service enables dealers to analyse all of the trades made by a particular fund, also by:



instrument



currency pair



trade size



tenor

This allows for a systematic approach to business development.



Am I being pigeon-holed by clients into certain trades?



Are there other funds looking for trades in instruments/ currency pairs that I rank highly in?

How else can the tool help me?

1

Independent, transaction-based rankings

3

Independently analysed seal of approval and ranking to convince new clients

2

Comparisons of OTC dealers

4

Confirm to existing clients that I'm best in class to trade with

Explore the tool

