



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
Boston Technologies Inc.

Organization URL:
www.bostontechnologies.com

Project Name:
Boston Technologies' Start Your Own Brokerage Offering and Liquidity Bridge Technology

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

The foreign exchange (FX) market now generates an impressive \$4 trillion a day, making it the largest market in the world from a volume standpoint. By leveraging the latest in cutting-edge technology with our liquidity bridge solutions and years of expertise in the forex industry, Boston Technologies now delivers the forex market directly to any entrepreneur around the world interested in starting their own FX brokerage. Boston Technologies' Start Your Own Brokerage (SYOB) offering is completely customizable and includes everything an entrepreneur would need to take advantage of the opportunities available in the foreign exchange market, including our innovative bridge technology, and in turn encourage global economic development by starting and growing small businesses around the world.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

The foreign exchange market has only been accessible to the retail trading community for about fifteen years, and what started out as a niche trading product has now gained worldwide attention. The challenge is that entrepreneurs around the world, in particular those in small emerging markets, who were interested in building a business in the foreign exchange industry did not have the access, tools or technology to do so. Additionally, the foreign exchange market in its early

stages was plagued with insufficient technology and risky dealing desk operations that created tension and friction between FX brokers and traders. Boston Technologies was the first technology firm to develop and successfully launch the MT4 Liquidity Bridge for forex trading. (MT4 is the world's most popular foreign exchange trading platform.) This state-of-the-art liquidity bridge technology allows for an FX trade originating in the MT4 platform to be executed by any external liquidity provider in the market. The FX software we pioneered offers a customized infrastructure to support forex brokers and their efforts to grow their profits by delivering a low-latency, high-performance and reliable solution. The creation of this bridge minimized manual trading operations which delivered faster and more trustworthy operations for FX brokers and traders alike. Eliminating the need to pick up a phone to place a trade and in turn using the liquidity bridge technology to execute trades relinquished the conflict of interested between traders and brokers and any uncertainties of manual operations. We have invested nearly 75 man-years of bridge experience collaborating with over 100 FX brokers, including the largest retail brokers in the world, to develop refinements and provide enhanced solutions to our clients.

Please list the specific humanitarian benefits the project has yielded so far.

- Economic development by helping entrepreneurs to start businesses in countries all across the globe. - Confidence, activity and education in the global financial markets. - Unity within business by creating a technology that minimizes conflict and friction between FX brokers and traders.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

We have helped over 110 entrepreneurs living everywhere from Nigeria to India to Japan and everywhere in between start their own businesses through our Start Your Own Brokerage program and use of our state-of-the-art liquidity bridge technology. We have seen individuals and partners alike in countries all across the globe access the tools and technology available from Boston Technologies to grow their own businesses, creating both local and global economic growth and stability.