

# CFH WebTrader:

## looking to re-define the boundaries in web-based FX trading platforms

CFH Markets, which was founded in 2007, develops custom-built solutions for clients looking to operate in the retail FX market. The company achieves this is by working with a variety of technology vendors and liquidity providers to produce a service matching the unique objectives of the bank or broker. e-Forex talks to the CEO of CFH Markets, Lars Holst, CFA, about the company's business model, services and WebTrader platform.

**Lars, brokers or banks that want to offer Retail FX trading solutions have traditionally had to either adopt a white-label platform or deploy one that combines various differing trading technologies. How does your business model differ from these?**

Correct, so far new entrants have either had to white-label the platform of an existing player in the retail FX markets and live with all the commercial challenges and limitations that involves or the new entrants have had to get involved in major - and up-front expensive - IT and integration projects and put together the puzzle themselves.

We have essentially created a new route and we pride ourselves in providing next-generation customized white label and retail FX solutions for banks and other financial institutions.

Our white label model is extremely open and we try not to put any limitations on our clients and partners. Within CFH we have assembled a unique world-class team, taking only the best of the best from the industry. We benefit from having a team with senior level understanding of all parts of the value chain that can give a 360 degree view of the industry as well as inside industry knowledge. This senior level industry

know-how combined with proprietary cutting edge technology and partnerships with some of the top liquidity sources in the world gives our clients complete flexibility in how they want to work with us - from the local retail broker and fund manager who wants to access interbank liquidity and state-of-the-art trading technology to the large global provider looking for customized trading solutions and consultancy in how to structure their online business through the full value chain.

**Unlike many white-label FX providers, CFH Markets does not target retail clients. What advantages does this give you?**

We try to avoid getting into any situations where there might be conflicts of interests between us and our clients and partners. We have white label clients all over the world today and we believe there is an inherent conflict of interest between being a white label provider and targeting retail clients and we believe that this business model has a limited life time and is not viable in the long run for any serious player that wants to make an impact in the market. Along the same lines we have also decided not to run a dealing desk to avoid any conflict of interest with trades or orders. All trades go STP to our interbank market providers and we have even decided to have a limited license as matched principal broker where we simply cannot take risk on our books to assure that we can act with integrity and without conflicts of interests at all times with our clients and partners.

**CFH Markets has developed a margin-based trading platform called CFH WebTrader, which is already being white-labelled. How does the platform help providers differentiate themselves in the highly competitive Retail FX market?**

The CFH Web Trader provides a very simple, yet efficient user interface that makes it very easy for retail clients to trade. Our white label solutions is a lot more



CFH WebTrader

than the actual Web client GUI though, it consists of a number of components and it is this holistic approach combined with our superior CFH Web Trader that makes our solution truly unique.

**Please describe some of the advanced trading functionality that CFH WebTrader offers.**

I think it is difficult these days to say what is really advanced. What was considered an advanced trading functionality not long ago is standard and a minimum requirement today and our CFH Web Trader obviously supports all of this but we are careful in what we add as we believe there is a trend towards simplicity and away from more and more complexity and so far all our white label clients have shared this point of view with us.

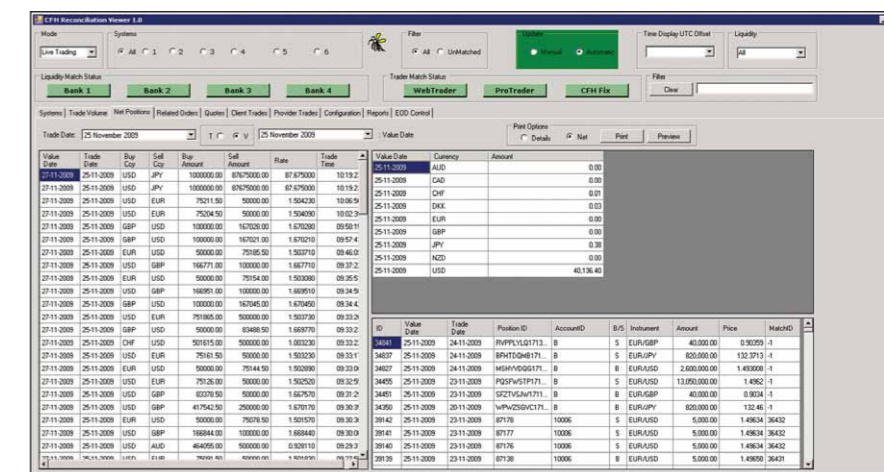
**In what ways is the platform designed to provide exceptional flexibility?**

The CFH Web Trader provides full flexibility for clients to configure what they want to see on the screen. The client can configure multiple workspaces and tabs as they desire. Everything is customizable on the fly from the colour of the background of your charts to the news that you want to subscribe to so every user can create his own version of the CFH Web Trader and the created version is persisted and

follows the user on all PCs used. In a similar way the white labeller can configure default workspaces, colours, stream in-house content and even build trade buttons for their clients and differentiate themselves 100%.

**Web-based platforms sometimes sacrifice performance, including speed of execution. How competitive is CFH WebTrader with downloadable platforms?**

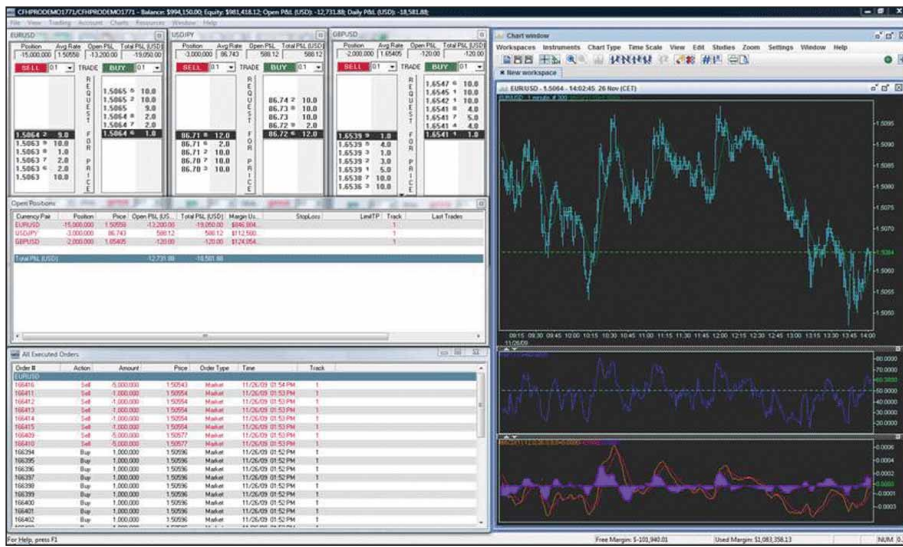
Speed of execution is really a server side issue plus a factor of distance from the client to the server. A web based platform doesn't really differ from downloadable platforms on these parameters so we haven't experienced any performance issues wherever we have operated around the globe.



Reconciliation viewer

**What are the usual deployment timeframes for CFH WebTrader and how are the charges and fees involved structured?**

We do not have an out-of-the-box solution as all our clients have different needs and requirements but if the required changes are mostly cosmetic and there is no major integration work required then we can have a solution ready within 2 weeks. On the same note we don't have any standard charges or fees as each deployment and solution is different but our main goal is that our clients and partners can compete with anybody in the market at all times!



CFH ProTrader

### CFH Markets also offers CFH ProTrader. Who is this professional platform aimed at and what key features and functionality does it provide?

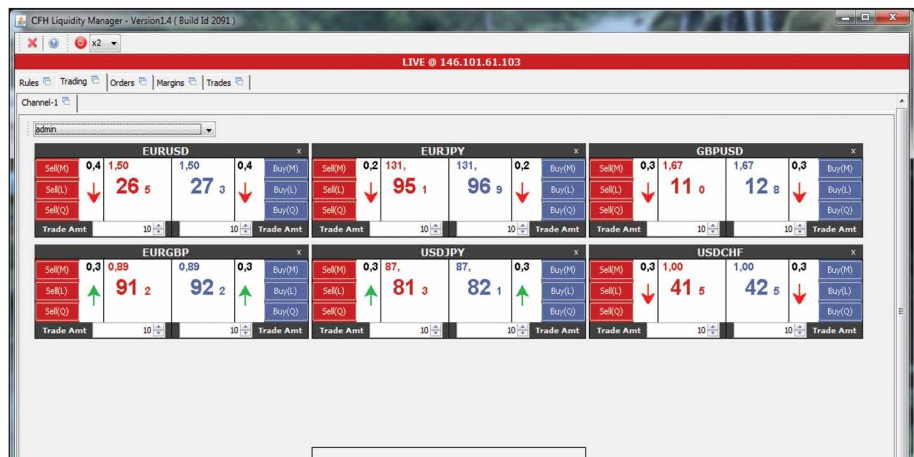
CFH Pro is specifically designed for fund managers and professional traders. Like the CFH WebTrader it offers direct access to interbank liquidity and the average execution speed is sub 10 milliseconds from multiple banks. The professional trading layout with complete market depth and price view ensures the user easily can monitor rapid market movements.

For fund managers and hedge funds we have build an automated allocation tool with comprehensive client and manager reporting so the fund managers can focus on the trading side and leave all the administration to CFH Pro. Both fund managers and clients are granted real-time access to 24 hour back office to view account and trading history.

### What FIX Protocol versions does CFH Markets support and how do you deliver your FIX API feed to clients?

The majority of our clients connect via FIX 4.4 over public internet using SSL but we also support FIX protocol versions 4.1, 4.2 and 4.3 and we have a Java API as well and we can establish dedicated lines if this

is a requirement from the client side. Trough our FIX API feed we can stream quotes directly from our banks and from the clients themselves if they are price makers and our FIX API supports streaming of quotes, orders and executions. A big part of our direct liquidity distribution goes into the Metatrader environment via our MT4 plugin. Trough our MT4 plugin we allow our clients and partners to use CFH both as a source for price feed



CFH Liquidity Manager

and to hedge their exposure in the interbank market. The CFH MT4 plug-in can connect MT servers directly to CFH's tier one liquidity providers and use CFH as a second tier prime broker.

### CFH Markets is a prime broker to the interbank market and offers clients direct trading access to its participants. Where do you source your liquidity?

CFH provides our clients with direct access to tier one bank liquidity. We don't use ECNs or secondary liquidity providers but we only source liquidity from the top FX banks in the world. We offer margin trading to our clients and in turn we act as a prime broker for our clients towards the banks.

If you would like to learn more about our solutions and services then please visit [www.cfhmarkets.com](http://www.cfhmarkets.com) or email us at [info@cfhmarkets.com](mailto:info@cfhmarkets.com)