

Growing liquidity management business

Leading fintech provider PrimeXM recently set up a new office in the city of London as part of its strategy to expand its offering and to be closer to clients in the region, as Matthew Best, Head of Client Services at PrimeXM's London operations, explains. This is PrimeXM's fifth office globally, following an already established presence in the strategic locations of Dubai, Limassol, Hong Kong and Shanghai.

PrimeXM was founded in 2010. Since then, the company has developed exponentially and it is now one of the leading technology providers in the finance industry.

Mr. Best explains that their liquidity aggregation engine is an all-powerful piece of technology: "It not only connects our clients to the liquidity sources of their choice, but also identifies the best bid/offer prices which generates better spreads and leads to superior execution. The XCore -our execution engine- also features advanced monitoring, reporting and risk management capabilities. It essentially allows clients to monitor and report trading activity in real time." PrimeXM's XCore solution is hosted in their enterprise level infrastructure

hubs in Equinix LD4, NY4 and TY3. These are also the premium low latency FX hosting suites that major liquidity providers choose to host their technology. "We are connected via direct cross-connects to these liquidity sources and are therefore able to achieve ultra-low latency connectivity for our clients," Mr. Best points out. "We also host clients' MT4/MT5 and other servers in these suites to create a complete low latency trading environment. All of our hardware is enterprise level and we offer the highest level of security and DDoS protection, as well as full redundancy. We have developed an ultra-light weight server-side plugin to connect the MT4/MT5 platform to our XCore, while we also offer a white label

solution, which allows our clients full control over the setup and freedom of choice when it comes to liquidity."

PrimeXM currently serves more than 250 companies, ranging from startups to large organisations such as Saxo Bank. This global client base is managed through a physical presence across four locations: Dubai, Limassol, Shanghai and now also London. "The London office was the next logical move for PrimeXM as we have grown to the point where a presence in the UK capital was much needed to support our regional client base," says Mr. Best. "This new office will also allow us to grow our client base in the region."

PrimeXM already had an established presence in the UK market, he points out. "The new office is a matter of getting physically closer to our clients. We are confident that the new office will serve as a base for future endeavours as well, but one thing we have noted throughout the years is that once our clients get to know our solutions they never want to go back. We offer sophisticated technology that has tangible effects on our clients' trading environments, so I am certain that anyone who is willing to spend a few minutes on the phone with us will understand exactly why so many other firms trust us."



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