

Surveillance Video over Powerline

Swift Trade Enjoys Global Collaboration with PL-VUE

Customer Overview

Swift Trade Inc. is the first and the largest Direct Access Electronic Trading Centre in Canada with Offices across Canada, Europe, Asia and the Americas. Founded in 1997, its traders actively trade the NASDAQ, NYSE, AMEX and CME exchanges, executing tens of thousands of transactions representing upwards of 100 million shares daily. The staggering success of the company saw rapid growth through 2000, when the firm's trading floors were filled to capacity. The company was named #2 on Profit Magazine's Top 100 Fastest Growing Canadian Companies in 2004.



Customer Requirement

With more than 100 trading floors open today, and a further 74 to open in 2007-8 across the globe, adapting to both current and future technical requirements is a significant challenge. With such rapid global expansion, Swift Trade wanted to facilitate visual collaboration between its global support centers, and offer a richer multi-media experience between its various locations, other than the scheduled video conferencing capabilities between a couple of offices. It was also concerned that by increasing the load on their network, there may be potential technical problems on the lifeline of their business.

VisualGate Systems Solution

To ensure that Swift Trade had both an affordable and flexible solution to allow global collaboration and for future expansion, they installed VisualGate's PL-VUE Powerline surveillance video solution. Swift Trade installed 5 new cameras throughout the trading desk in Toronto, and they have recently installed PL-VUE systems in China and Costa Rica. There are also plans to install more systems and cameras in other business ventures in the near future so that the cohesion of operation collaboration is seamless.

The PL-VUE solution utilizes the existing electrical wiring in the building so does not require extensive new cabling to be laid through an already heavily wired trading floor. It also does not place a burden on the internal network with the transmission of video signals, thereby averting any potential technical issues on Swift Trade's network. By using the existing electrical wiring for the transmission of video signals throughout all of the offices that would like to participate in this global collaboration, it significantly reduces both the cabling and labor costs for the installation.

With the use of PL-VUE technology, it allows Swift Trade the ability to view live and recorded video footage over the Internet from anywhere in the world. It also offers the flexibility to move equipment around to facilitate future expansion requirements.

"Prior to contacting VisualGate Systems, we were unsure that we could achieve our goals of virtual visualization amongst our corporate offices, without the need to install expensive video equipment and cabling throughout," stated Sharief Zaman of Swift Trade. "VisualGate's PL-VUE system allows us to 'meet' with other staff around the world and discuss the daily influences that affect financial transactions, so we can make better business decisions without having to leave our desks."

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