

## MyTreasury MM platform set to take on FX portals

The MyTreasury money market platform for corporate traders will soon be taking on the likes of FXall and 360T to offer FX to the corporate treasury space.

The plan is to deliver on spots, outright, forwards and NDFs 'right from the start', says MyTreasury chief executive, Justin Meadows.

The service, scheduled to start in Q3 next year, is set to shake up the existing portal suppliers, given MyTreasury's access to the markets via its parent company, ICAP. With this connection it has around 240 major banks potentially on tap that could price-stream directly to the corporate users.

In recent years, amongst the major FX portal players, the way forward has been through partnership. In August of this year, FXall announced a partnership with Sungard to offer MM and FX, and a couple of years ago 360T, which has its own MM offering, linked up with ICD on the funds side. 'We always thought we might end up in a partnership with another platform,' says Meadows, explaining the options considered in-house at ICAP. 'Now the full potential of what we could be, in terms of a global platform across all instruments, has been realised.' ICAP, he explains, 'is now keen to develop the FX side of the business in the bank-to-corporate space'. ICAP's direct participation in this space might not be viewed favourably by its own banking clients, but MyTreasury presents an opportunity to service an expanding corporate client base.

The platform now has 163 corporate treasury clients, with 'quite a few others' onboarding. IBS can confirm MyTreasury also has signed more major international brands which remain off-record for now.

MyTreasury has 20 confirmed MM fund providers on board, another seven finalising legals and one in 'advanced discussion'. 'We've got almost everybody either on the platform or in the final throes of signing the legals,' says Meadows. IBS knows of at

least one more major new signing – one of the world's largest banks – which is due to be made early in December.

MyTreasury will also start offering trade in onshore US domestic funds early in the New Year, says Meadows. These may only be traded by US-based users but, he says, 'we had European subsidiaries of US corporates and European corporates that had US subsidiaries that wanted to use them'. He admits that one motivation to deliver this



offering was the loss of a couple of deals to 'a major competitor' because MyTreasury could not cater for US onshore, most of its current batch being offshore.

In a further development, MyTreasury is also planning expansion into the Asian markets, an offering which could also be live by January 2010. 'We are just completing the process for getting permission from Hong Kong, China and Singapore, and shortly after that, Australia as well,' explains

Meadows. Trading here will centre on its Dublin and Luxembourg offshore funds.

Other new instruments will feature in the form of term deposits (TDs) and certificates of deposit (CDs). These will be brought onto the platform in May 2010.

In pure technology terms, MyTreasury is also in the process of building a credit module for the platform. It will enable users to view their exposures 'across all instruments, all currencies, all counterparties, all countries where they have teams set up, across credit ratings and across maturities'. This functionality, says Meadows, will act like a treasurer's cash management tool for trading. 'Even the most sophisticated TMSs do not offer this capability,' he claims. 'If you are trying to track it, you have to do everything manually. If you trade through MyTreasury then your credit exposure will be monitored continuously.'

A prototype has been built already for MM funds. As new instruments are added to the platform they will be added to the credit module; the advent of TDs and CDs in May 2010 will be next in line to benefit from this facility. 'What we also want to do is to have the ability to add instruments that are not traded on MyTreasury and probably won't be,' says Meadows. This could include some of the more complex instruments that, for example, may be voice traded.

All of these developments will remain free to all corporates and, Meadows states, 'we have no plans to change that whatsoever'.

Publication: IBS Journal – global independent perspective on financial technology. Editor: Tanya Andreasyan. This article has been extracted from the IBS Journal Dec 2009/Jan 2010 issue 19.4. The IBS Journal is dedicated to the wholesale, retail and private back office banking systems and operations market, and related topics. IBS Intelligence, a trading name of IBS Publishing Ltd. Registered office: IBS Publishing Limited, 8 Stade Street, Hythe, Kent, CT21 6BE, UK. Registered in England and Wales No. 5365737 Tel. +44 1303 262 636 Fax. +44 1303 262 646 Email: info@ibsintelligence.com Website: www.ibsintelligence.com © 2009 IBS Intelligence – Material may not be reproduced in any form without the written permission of the publisher.

