



CLEW for Efficient Stockbroking

The Issue

Quickly advising multiple clients of important trading information is a real challenge for many stockbrokers. Market announcements, profit upgrades and downgrades and revised research reports can have a major effect on volatile shares and brokers need to act fast so their clients can capitalise.

Yet, every day stockbrokers miss opportunities because they aren't able to contact numerous clients with time-critical updates. This is especially true for active traders rather than traditional 'buy and hold' clients.

Using the telephone limits brokers to contacting only a small number of clients when timely, price-sensitive information arises, while email alerts mean clients must be at their PC; which is not tenable for many businesspeople in today's mobile working environment.

Brokers need a system which can deliver real time advice to registered clients and enable them to respond to the recommendations on the move, via a mobile phone or PDA.

The Solution

Alacrity's patented CLEW[®] (Closed Loop Environment for Wireless) technology provides individuals and organisations with the ability to have instant interactivity.

For brokers, CLEW can send links from their trading platform to registered clients, allowing them to react to market information in real time, using the Internet function available on most mobile phones or similar mobile devices.

Because CLEW provides for real time interaction, clients can place an order from their device without needing to call the broker or a call centre, or find a PC.

The client's details and order are securely verified through login and a password and additional layers of security can also be incorporated, according to the brokers preset instructions.

CLEW gives clients options as determined by the business rules of the broker and can provide, for instance, 'live' data links to the Stock Exchange and access to portfolios.

Business Benefits

CLEW's efficient and instant interactivity capability allows brokers to maximise profit opportunities and easily keep clients well informed of market occurrences – which makes for more productive and profitable brokers and clients.