



## Case Study

Tower Trading GRP's services are tailored to meet the demands for both institutions and professional traders. The team is made up of market experts with over 35 years experience in the financial markets, delivering a professional service in execution, advice and market knowledge.

Tower Trading GRP provide access to all the major derivative exchanges. Great care is taken with every client order and with their order flow and client base, the team has the ability to execute large client orders with discretion. Their experienced brokers know how to create a strong relationship with their clients to understand and facilitate all their market needs. The broking team provides the highest level of service in financial futures, options and commodity markets.

Tower Trading GRP provides analysis on market moving data. News and market movements are regularly released throughout the day. Provision of market analysis and interpretation of key upcoming events is available.

Committed to serving their clients, Tower Trading GRP pride themselves on their professionalism and integrity. Communication is key to their business and they needed a partner that could deliver the type of exceptional service that they themselves provide to their clients. Tower Trading GRP were happy with their existing network and coverage but wanted to move from BlackBerry to iPhone and did not have the cost management tools to understand and manage this change effectively. They also wanted to receive the concierge level of support and high levels of customer service that Trinity Maxwell deliver.

**“The coverage and network was fine but we spent a lot of time on the phone chasing simple requests and we did not know how to get best value from the tariffs” Chris Ryan, Head of IT**



A seamless transition was vital as communication is at the core of the business. Trinity Maxwell project managed the transition and provided an overview of the process throughout. The detailed insight provided enabled significant reduction in data costs which was key with the platform change.

**“Trinity Maxwell managed a seamless transition, the network still bill us directly and we get Trinity Maxwell giving us superb support, it works perfectly” Chris Ryan, Head of IT**

Trinity Maxwell perform monthly analytics on Tower Trading GRP's usage and advise on appropriate tariff amendments or additional services that would help reduce costs. Trinity Maxwell's experience with global organisations helps them tailor tariffs to ensure their clients can get best value wherever they operate.

**“Trinity Maxwell helped us manage our costs effectively, creating over 30% reduction in spend through the use of roaming packages that suit our users. They also give us a dedicated client relationship manager who understands our account and can have new handsets to us within minutes of requesting them. It's the kind of service you would be happy to pay for so we are delighted that not only is it free but Trinity Maxwell have actually reduced our costs!” Chris Ryan, Head of IT**

Trinity Maxwell's independence means not having huge technology infrastructure to manage, allowing complete focus of investment and resources on delivering a truly first class customer experience.

**To find out more about our services go to [www.trinitymaxwell.com](http://www.trinitymaxwell.com) or call us on 020 3137 8450**

**trinitymaxwell**   
THE ANSWER IS YES