



## Windows Mobile Customer Solution Case Study

**CANTOR**  
*Fitzgerald*

**bgc**  
voice + electronic brokerage

### Overview

**Country or Region:** United States

**Industry:** Financial services

### Customer Profile

Cantor Fitzgerald and BGC Partners are global financial service providers. The companies have about 3,000 employees and maintain their headquarters in New York City and London.

### Business Situation

Cantor Fitzgerald and BGC Partners need to make their offerings—accessed primarily through desktop PCs—more accessible across the markets they serve, but they need to do so in a way that delivers the same rich, productive user experience that the PC-based applications do.

### Solution

Cantor Fitzgerald and BGC are making their products and services more accessible to customers by migrating traditional PC applications to Windows Mobile® powered devices.

### Benefits

- Consistent user experience on mobile devices and PCs
- Increased customer convenience and productivity
- Strong security features
- Faster time-to-market

## Mobile Solutions Provide “Anywhere, Anytime” Access to World Financial Markets

“Enabling customers to act upon market data in real time over mobile operator, WiFi, and very soon WiMax networks makes our offerings much more valuable, helping us retain clients and win new business.”

*Brent Wilkins, Managing Director, Cantor Fitzgerald*

Global financial service providers Cantor Fitzgerald and BGC Partners are migrating to Windows Mobile® and away from BlackBerry for new mobile applications because Windows Mobile enables them to build more powerful mobile solutions, deliver those solutions faster, and maximize their existing software development environment and skill set. For customers, the companies’ decision to standardize on Windows Mobile is resulting in a richer, more consistent user experience; increased convenience and productivity; and strong security features. Cantor and BGC themselves are benefiting from a faster time-to-market, additional potential revenue, and an ability to win and retain more business.



“Migrating existing PC applications to Windows Mobile is predictable and easy, and new enterprise-class Windows Mobile powered devices such as the Motorola Q and Palm Treo are sleek yet very powerful.”

Brent Wilkins, Managing Director,  
Cantor Fitzgerald

## Situation

Founded in 1945, Cantor Fitzgerald is a leading global provider of financial products and services for the equity and fixed-income capital markets. Its array of offerings includes sales and trading, investment banking, market commentary, and market data. Among the company's many subsidiaries are Cantor Index, which participates in the financial spread-betting market in the United Kingdom, and Cantor Gaming, which was founded in 2000 to participate in the rapidly growing online gaming market. In May 2007, Cantor merged its majority-owned eSpeed subsidiary with BGC Partners to form a stand-alone company known by the BGC Partners name.

A few years ago, Cantor Fitzgerald began looking at how it could make its offerings—which at the time were accessed primarily through desktop PCs—more accessible across the markets it serves. “Financial trading and other types of transactions that we facilitate have historically been conducted between fixed locations because of the need to view and trade on market data in real time, with good security and rapid transaction speeds,” says Brent Wilkins, Managing Director at Cantor Fitzgerald. “We needed a way to extend those capabilities to mobile users in a way that preserved the look and feel of a traditional landline experience. It's one thing to deliver market data to a mobile device in real time, but that same data becomes much more valuable when people can trade or otherwise take action on it.”

## Solution

Cantor Fitzgerald—and now BGC Partners, as well—are making their products and services accessible to mobile users by migrating traditional PC applications that support those offerings to Windows Mobile® powered

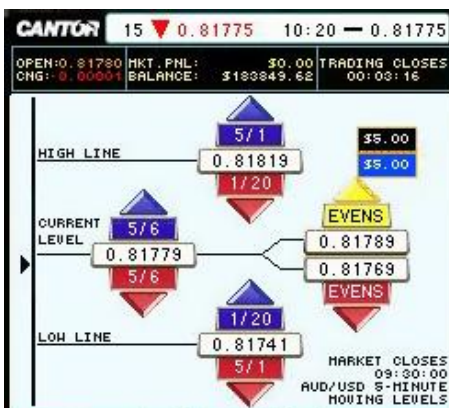
devices. Between 2003 and mid-2005, Cantor delivered three solutions on Windows Mobile, including:

- **Cantor Mobile**, a consumer offering from Cantor Fitzgerald subsidiary Cantor Index that allows users in the United Kingdom to monitor and place spread bets on a range of financial instruments in real time.
- **eSpeed UST**, an institutional offering from Cantor Fitzgerald subsidiary eSpeed that allows financial professionals to monitor and trade 2-, 3-, 5-, 10-, and 30-year U.S. Treasury bonds in real time.
- **eSpeed FX**, an institutional offering that allows financial professionals to monitor and trade up to five different currencies in real time.

In the fall of 2005, Cantor Fitzgerald decided to standardize on Windows Mobile software for its new wireless applications rather than the BlackBerry platform. Cantor and BGC now have close to a dozen applications designed for Windows Mobile across the institutional, consumer financial, and gaming markets that they serve, and they plan to double that number by the end of 2007.

One solution that Cantor and BGC will deliver within the year is Cantor Index's Fixed Financial Odds (FFO), which will let users trade on the rise or fall of London's FTSE and New York's Dow Jones indexes, as well as foreign exchange and commodity prices. Odds and market levels will continually update without the need for users to manually refresh their screens, and users will have up to 14 trading opportunities on each index at any time. Devices that are being targeted for launch include the Motorola Q.

Cantor Index's Fixed Financial Odds (FFO) is one of Cantor's newest mobile applications.



“With Windows Mobile, we can deliver a more consistent user experience across both PCs and mobile devices.”

Jim Coffey, Vice President for Wireless Technology, Cantor Fitzgerald

Cantor and BGC are targeting Windows Mobile powered devices such as the Motorola Q for the new mobile applications.



Cantor and BGC are using the Microsoft® Visual Studio® 2005 Professional Edition development system to develop both desktop applications and mobile applications. Having a common development framework and programming model for both types of devices enables developers to take PC-based applications that run on the Microsoft .NET Framework and easily adapt them to run on Windows Mobile under the Microsoft .NET Compact Framework. The companies had used Visual Studio 2005 Professional Edition and the .NET Framework to develop the sophisticated back-end systems that drive the solutions designed for Windows Mobile. Those systems are based on the Windows Server® 2003 operating system and Microsoft SQL Server™ 2000 database software.

“With Windows Mobile, we’re able to take advantage of existing software tools and developer skill sets because we now have a consistent development platform and tool set for desktop applications, mobile applications, and the server-based systems that support those applications,” says Wilkins. “It’s really a win-win situation in that, with Windows Mobile, it takes less time and fewer resources to deliver mobile solutions that provide greater value for our customers.”

The companies’ solutions for Windows Mobile use multiple layers of security to help safeguard confidential customer data. At the application level, a user must log on to both the application and the trading network. As part of the authentication process, two encryption keys are exchanged, which are subsequently used throughout the user’s session to encrypt data in a 128-bit Blowfish implementation provided by development partner weComm. One key is used for the

transmittal of streaming data to the mobile device. The other key is used to encrypt transactional data passing between the Windows Mobile powered device and Cantor’s data center.

### Benefits

By using Windows Mobile to extend their products and services to mobile users, Cantor Fitzgerald and BGC Partners are delivering several key customer benefits, including a richer and more consistent user experience, increased user productivity, and multiple layers of security. The companies themselves also are realizing several benefits, including a faster time-to-market for new mobile solutions; the potential for significant additional revenue; and a strong competitive differentiator in an industry where the value of data is determined not only by the immediacy and quality of the data, but also by how easily and efficiently customers are able to act on it.

“Migrating existing PC applications to Windows Mobile is predictable and easy, and new enterprise-class Windows Mobile powered devices such as the Motorola Q and Palm Treo are sleek yet very powerful,” says Wilkins. “With Windows Mobile, we can deliver richer, more powerful, and more user-friendly applications than we can for BlackBerry devices, and we can deliver them faster as well.”

### Richer and More Consistent User Experience

Windows Mobile makes it possible for Cantor Fitzgerald and BGC customers to enjoy a consistent user experience whether they’re working on PCs or mobile devices. They also can use their Windows Mobile powered devices for related activities—for example, they can perform analysis using Microsoft

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Office Excel® spreadsheet software on their desktop PCs and use those spreadsheets on both desktop and mobile devices.

“With Windows Mobile, we can deliver a more consistent user experience across both PCs and mobile devices,” says Jim Coffey, Vice President for Wireless Technology at Cantor Fitzgerald. “Not only is Windows Mobile ideal for running our real-time trading applications, but it also supports other activities that users need to be able to perform to get the most out of our solutions, such as to work with an Excel spreadsheet or view full-motion video.”

#### **Increased Customer Convenience and Productivity**

With the companies' mobile applications, users can trade when they're not in front of a PC, such as when they must leave the trading floor, during business meetings, during their morning commutes, and after hours. “The financial world has become a global marketplace, open virtually 24 hours per day,” says Wilkins. “Using Windows Mobile, we can provide people with access to world financial markets regardless of location. Mobile solutions also are great for business continuity, because people can still view and act on market data if the power goes out or if the train breaks down during their morning commute.”

#### **Strong Security Features**

The companies' mobile solutions help safeguard sensitive customer data by augmenting the multiple layers of application-level security with the security-related features of Windows Mobile itself. For example, depending on how the Windows Mobile powered device is configured, users must first log on to the mobile device before they can even attempt to access the trading applications.

People who use devices that are connected to a Microsoft Exchange Server environment can benefit from additional security features. In such an environment, system administrators can use the Messaging and Security Feature Pack for Windows Mobile 5.0 to remotely wipe all data on a lost device, and they can configure a device to wipe its own memory after a predefined number of failed attempts to log on.

“Our customers have traded millions of dollars on their Windows Mobile powered devices, and the security features of Windows Mobile more than meet our requirements for protecting their data,” says Wilkins. “This is the level of trust that we have in the security of Windows Mobile.”

#### **Internal Benefits**

In addition to delivering many customer-facing benefits, Cantor Fitzgerald and BGC Partners themselves are realizing several key benefits by standardizing on Windows Mobile for new mobile solutions:

- **Faster time-to-market.** Most of Cantor Fitzgerald's previous trading applications were developed for Windows®-based PCs, which makes it easier to migrate them to Windows Mobile than to BlackBerry devices. “It's much easier and faster to develop for Windows Mobile than for BlackBerry devices,” says Wilkins. “For example, our U.S. Treasury trading application took seven months to develop for the BlackBerry and only four months to develop for Windows Mobile.”
- **Significant revenue potential.** By extending existing trading applications to mobile users, Cantor and BGC are realizing additional transaction revenues. Taking

## For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: [www.microsoft.com](http://www.microsoft.com)

For more information about weComm, visit the Web site at: [www.wecommm.com](http://www.wecommm.com)

For more information about Cantor Fitzgerald, visit the Web site at: [www.cantor.com](http://www.cantor.com)

For more information about BGC Partners, visit the Web site at: [www.bgcpartners.com](http://www.bgcpartners.com)

into account all the mobile devices that those applications support, the companies have some 55 institutional clients that use those devices to generate U.S.\$13 billion per year in transactions.

- **Competitive differentiator.** Providing the ability for mobile users to both view and act on market data in real time is giving Cantor Fitzgerald and BGC a strong competitive differentiator. "Many firms can deliver real-time market data to mobile devices," says Wilkins. "Enabling customers to act upon market data in real time over mobile operator, WiFi, and very soon WiMax networks makes our offerings much more valuable, helping us retain clients and win new business."

## Windows Mobile

Windows Mobile brings the power of the Windows operating system to mobile devices, helping businesses and their mobile employees stay connected while on the go. Windows Mobile runs mobile versions of Microsoft programs, including Microsoft Office Outlook® Mobile, Internet Explorer® Mobile, Pocket MSN®, Windows Media® Player Mobile, and Microsoft Office Word Mobile, PowerPoint® Mobile, and Excel Mobile. With Windows Mobile, information workers get powerful software combined with the familiarity of Windows. Combined with available service plans and connectivity options, Windows Mobile-based devices, available from 42 device makers and 68 mobile operators in 48 countries, can be used to make calls, send e-mail and instant messages, surf the Web, and access critical business information even when users are away from the office.

More information about Windows Mobile can be found at: [www.microsoft.com/windowsmobile](http://www.microsoft.com/windowsmobile)

### Software and Services

- Windows Mobile 5.0
- Microsoft Server Product Portfolio
  - Windows Server 2003
  - Microsoft SQL Server 2000
- Microsoft Visual Studio 2005 Professional Edition
- Technologies
  - Microsoft .NET Compact Framework

### Hardware

- Multiple types of Windows Mobile powered devices

### Partner

- weComm