



**FOREFACTOR**

1 Yonge Street, Suite 1801  
Toronto ON M5E 1W7

## ELECTRONIC & ALGORITHMIC TRADING IN CANADA – THREE STEPS FORWARD 2011

### A QUANTITATIVE STUDY

Imagine a future where you can always be one step ahead of your competition and be fully apprised of your clients' needs. How is this possible? Knowledge. If you own market research then you own what you need to prevail.

Your most valuable asset is your client base. To maintain a long and healthy relationship with them, expectations must be exceeded. Bespoke and syndicated research from Forefactor will equip you with the successful solution.

The report costs \$15,000, however if you subscribe to Forefactor, you will receive a 10% discount.



**WINNING ISN'T  
EVERYTHING. IT'S THE  
ONLY THING!**

Forefactor has produced a comprehensive tracking study that provides an in-depth analysis of the Canadian electronic trading market with buy-side and sell-side participants.



## WHAT IS INCLUDED?

The current and planned adoption of electronic trading platforms and tools (i.e. OMS, EMS, OEMS, DMA, FIX, algorithms, etc.).

Type and number of different algorithm strategies used.

The ways in which electronic platforms are being deployed (i.e. trading, audit trail, compliance reporting, etc.).

The importance of TCA for evaluating trading executed algorithmically via DMA; and Broker list consolidation; etc.

Key criteria for the selection of one electronic trading platform over another.

Percentage of trading volume in Canada executed via electronic trading platforms.

Ranking of DMA desks.

Asset classes electronically traded.

Actual and perceived market leaders in the electronic trading space.



## Why Subscribe?

- Your competitors and clients have it. Do you want to be left behind?
- You will find out who is ranked where in terms of usage and perception of leadership in various categories.
- Competitive intelligence to understand who the buy-side is using for various products and services as well as your opinion on topical issues, such as High Frequency Trading, (Financial Information Exchange (FIX) protocol, Direct Market Access (DMA), Dark/Internal Liquidity, etc).
- To review trends in the market that are related to Electronic Trading.
- Proprietary/Bespoke questions: All pre-launch subscribers have the option to include confidential questions which will be the sole property of the subscriber. The cost for each closed-ended proprietary question will be \$1,000/yr.

FIRST TO KNOW.  
FIRST TO PROFIT.

## COST

The price post-release is \$15,000 – this includes a report on *both* the buy-side and sell-side with a total anticipated sample size of over 125 respondents trading in Canada. Less than \$8,000 per report.

If you pay for the study before it is released, you will receive a **5% discount**.



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