

visit us at www.e-forex.net





ex Awards

Electronic FX option platforms - transparency, flexibility and liquidity redefine standards

- helping to facilitate FX workflows across all channels

- FX checks in for co-location services

- low latency trade execution for Retail FX traders

### Focus on OTC FX Clearing

spawning a new wave of technology innovation

...liquidity...risk management...STP...s-Commarce..

#### BROKER STUDY



# Broker Study

#### With Scott Parker, COO at GCI Financia

#### Scott, how long has GCI Financial been working in the forex industry and what key financial trading services does the firm now provide?

GCI was established 10 years ago. In fact it was one of the first online brokers to provide access to worldwide capital markets. Being able to prevail in a very competitive space such as online brokerage speaks for itself. Many companies come and go simply because they aren't able to provide a competitive and customer specific offering. In the end, such players simply can't compete long-term. GCI has been able to establish itself over the years with a unique multi-product offering. Clients need convenience and one point of access for various instruments such as Forex, CFDs, Commodities and Options.

#### What do you see as the key advantages of opening an FX trading account with GCI and what types of account do you offer?

Our account opening procedure is as uncomplicated as possible. Depending on the type of account a new client can be actively trading as soon as the account is funded. This means instantly in cases where the funding is completed via credit-card. If the funds are wired bank-to-bank usually within 24-48hrs. Our account opening minimums are set low in order to accommodate newer traders just starting and not ready to commit substantial capital. We offer the possibility to open a mini account with minimum fifty dollars deposit. Our best spreads which are as low as one pip on the major crosses are available starting at two thousand dollars.



#### Increasing numbers of leading online brokers now support currency option trading. Has

GCI joined this relatively exclusive club?

Many trading strategies require the integration of options and GCI has been offering this capability for quite some time now with success. Individual traders as well as Asset Managers have been using our options trading facility within our ICTS platform. We believe that eventually all brokers will need to integrate options. Even the best





EUR/050 5 Minutes

platform is considered quasi obsolete nowadays, if it doesn't come with this necessary feature. Serious traders simply won't consider trading such platforms any longer.

## What account management services and dealing desk resources do you provide for the fund management community?

GCI will soon launch an institutional service providing Meta Trader 4 integrated with the deepest interbank liquidity connecting the GUI to the world's largest liquidity providers. There is high demand in the traders' community for an MT4 solution linking to such extended multi-bank-liquidity. The MT4 PAMM facility linked to such superior liquidity will fill the need for Money Managers looking for highest liquidity and lowest latency execution with multiclient capability at one click. Until recently MT4 has mainly catered to the retail market; however, an increasing demand in the institutional space has manifested the preference for MT4 technology, provided the liquidity needs can be met, and GCI will soon offer this solution.

## There is much discussion about automated strategies. Does GCI provide for trading automation?

Algorithmic trading strategies have started flooding the market place and are easily available. Many successful traders write their own strategies; therefore, they need a tool that allows them to do this. The easiest way is to be able to write and back test strategies directly in the platform. GCI's ICTS platform allows for both. This opens the possibility for any customer who is interested; to write, test, amend, and re-test etc., his/ her own strategy until an optimal strategy has been developed. Such a tested strategy can be easily applied to a live account at any time. Our MT4 client can easily connect their Expert Advisor.

#### In what ways can partnering with GCI assist qualified Introducing Brokers to build up or enhance their businesses?

Partnering with GCI is simple and straight forward and our many various partnership possibilities offer the optimal solution for Introducing Brokers, Money Managers, Funds and White Labels. Our main objective is to understand and help our partners realize their specific goals. This is facilitated in part by easy and straight forward onboarding procedure combined with ongoing support. The bulk of our partners are IBs who are looking for an uncomplicated and helpful partner. Most recently GCI added a multi-branch Bank as new White Label Partner in Russia.

#### Looking ahead what plans do you have for expanding the financial instruments that GCI supports, the online trading tools you provide and the geographical footprint that you currently have?

We look forward to continue to build on our decade of continued success and continued growth and innovation. In the future we will continue to expand our product offering which currently includes multiple asset categories such Forex, CFD's, Commodities, Precious Metals, and Options. Our main Project which was already mentioned earlier is to connect the World's Largest Liquidity ECN to Meta Trader. Additionally, we are in the development phase for "do-it-yourself" Managed Account Services via multi-choice EAs. This will allow a client to select several EAs, similar to Asset Allocation via EA.