

HONG KONG'S MOST VALUABLE COMPANIES 2015™



Mediazone's Most Valuable Services Award in Hong Kong 2015

INFOCAST - Backbone of Finance

Infocast was founded in response to the needs of banks and brokerages for efficient IT solutions. Its President CECILY HO charts its admirable growth and service to Hong Kong's financial industry.

New Initiatives

Over the past 20 years Hong Kong has grown into a major international financial center. At the start of 2015, Hong Kong's stock market ranked 6th largest in the world (3rd in Asia) for market capitalization, and is one of the world's most active markets for IPOs. Another unique point is that Hong Kong has a much higher number of market participants (500+) than anywhere else in the world, meaning a huge number and variety of banks and brokerages requiring IT solutions.

Recently the Hong Kong Stock Exchange (HKEx) has been taking radical steps to encourage growth, in particular an industry-wide technical platform revamp (HKEx Orion Programme) and the establishment of mutual-market access between Hong Kong and China (Shanghai-Hong Kong Stock Connect Pilot Programme).

Best-in-Class Service

Infocast was founded in 1996, in response to the needs of banks and brokerages for efficient IT business operation solutions. This encompasses distinct services such as financial market data information, multi-channel trading systems and multiple asset class back-office systems.

"Our opportunity was to deliver an all-in-one platform providing all the services needed for a bank's or brokerage's operation," says Cecily Ho, President of Infocast.

She adds, "Infocast has responded by continually adapting its technologies and business models to meet the changing needs of the industry. Our technical expertise and domain knowledge

enabled us to adapt and react to these changes, while still maintaining our market-leading level of service quality and performance."

Infocast differentiates itself two-fold. In a non-functional aspect, Infocast uses cutting-edge technology to deliver the highest possible levels of performance, stability, resilience and security. "With our flexible system design, we can deliver high quality products for new business initiatives in a timely manner.

"In a functional aspect, Infocast has outstanding market sense towards a client's business needs. This insight stems from the strong connection to the industry our team of experienced professionals has, with many of our members' backgrounds in banks and brokerages, as well as IT. Also, we belong to professional financial associations and therefore have a better understanding of the ever-changing business environment."

Market Leader

"We have unrivalled client diversity as we service firms ranging from large international banks to small family-run local brokerages. Therefore we can leverage our scale and knowledge to deliver solutions in both a rapid (time-to-market) manner and with lower development cost. For example, we use our technical solutions from our higher-tier clients to benefit our lower-tier clients, thereby adding value.

"Infocast is continually improving its product offerings to expand its market. For instance, our new Infocast iBroker system aims to serve the retail bank and retail brokerage (tiers 2-3) market by addressing their need for proven yet

affordable back-office systems. At the same time, we are promoting Infocast InvesTrade, our innovative all-in-one trading solution for retail brokerages. InvesTrade delivers exceptional value through end-to-end packaging and flexibility through cloud computing. We are also expanding our Agent Solution network by signing up more execution brokers in multiple overseas markets, thus enabling connected brokers to easily subscribe to multi-market trading."

Overcoming Challenges

"Our main challenge was the swiftness of regulator initiatives. For instance, the Shanghai-Hong Kong Stock Connect had only 6 months between its formal announcement and its official launch date. Furthermore, during these 6 months the regulatory rules and technical requirements were still in the process of being created by the Exchanges. Time was extremely limited to meet the deadlines."

As a solutions vendor, Infocast had to be agile to the changing market initiatives and responsive to the needs of market participants. To achieve this, the company leveraged flexible core-modules to successfully deliver its Shanghai-Hong Kong Stock Connect solution.

"For 18 years Infocast has been driven by our dedication to progress and innovation, in order to best satisfy the ever-changing needs of our clients and the market. We also owe our success to our key business and technology partners such as Huawei, HKT, Oracle and IBM, with whom we leverage technical expertise and business opportunities."



Mediazone 2015香港最有價值企業 最佳價值服務大獎

滙港資訊 - 財經界的脊樑



滙港資訊 (Infocast) 成立的目標是給予銀行和證券行提供高效能資訊科技解決方案。公司總裁何詠思一直引領著公司為香港財經界提供專業服務。

市場舉措

香港在過去20年發展成主要的國際金融中心。2015年年初，按市場集資額計算，香港的股票市場是世界第6大、亞洲第3大，也是世界上最為活躍的IPO（首次公開招股）市場之一。還有一個特別之處，香港市場參與者數量（超過500家），相比其他任何地方都高得多；這正好說明，很多銀行與證券行對資訊科技解決方案有需求。

香港交易所近年銳意鼓勵發展，包括對整個行業的技術平台進行改革（香港交易所領航星計劃）和推出香港與中國內地市場互聯互通機制試點（滬港通）。

最好的服務

於1996年，大量銀行和證券行在業務運作方面需要便捷的資訊科技方案，滙港資訊因此應運成立，為這些公司提供合適的服務，包括財經市場的數據資訊、多渠道交易系統、財富管理後台系統等。

滙港資訊總裁何詠思表示：「我們的商機就是發展一個一站式的平台，讓它為銀行和證券行的營運提供全面性的服務。」

她又表示：「隨著行業的變化，滙港資訊不停地改進技術和營商模式，以滿足行業需求。我們的專業技術和對行業的瞭解，使我們既能隨著市場變化進行變更，同時能保持勝人一籌的

服務質素和表現。」

滙港資訊有兩個與眾不同的地方。從技術角度來說，滙港資訊使用尖端科技帶來最佳的表現、穩定性、耐用性和安全性。「系統的彈性設計，使我們能夠迅速地為金融機構提供高質素的產品。」

「從功能角度來說，滙港資訊在瞭解顧客的營商需要方面有敏銳的市場觸覺。我們經驗豐富的專業團隊成員來自不同的領域，包括銀行界、證券界及資訊科技界，讓我們能與行業之間緊密聯繫。另外，我們也是不同專業財經協會的會員，這使我們對瞬息萬變的商業環境有更深入的理解。」

市場的領導者

「我們的客戶種類是最多樣化的，既有大型國際性銀行，也有本地家族式經營的中小型證券行。所以，我們懂得以不同專業領域的知識，為客戶提供快速（與市場同步）而成本較低的解決方案。例如，我們為不同客戶提供較高端客戶的技術解決方案，藉此為他們增值。」

「滙港資訊不停開發產品種類，以擴大我們的市場。例如，滙港資訊「iBroker」後台系統的目標是為零售銀行和零售證券行（第2 - 3級）提供可靠而便宜的財富管理系統。同時，我們正向零售證券行推廣我們創新的一站式交易解決方案—滙港資訊「雙子星 InvesTrade」。雙子星的全面解決方案和雲端程式的彈性，能

為客戶帶來非同凡響的體驗。我們也正在積極爭取與更多中介證券商取得聯繫，藉此擴大藉此擴大我們的「中介證券股票交易商解決方案」網絡，從而使經紀可以更容易地參與不同市場的交易。」

克服挑戰

「監管機構的改革措施迅速推行是我們主要的挑戰。例如，滬港通由正式公佈到正式推行，只有6個月時間。而在那6個月裏，兩家交易所的相關法規和技術要求，其實仍然在制訂過程當中。在正式推行前，我們只有極為有限的時間準備。」

作為解決方案提供者，滙港資訊必須對市場的最新動向作好準備，並迅速地回應市場客戶的需求。要做到這點，我們運用了有彈性的技術組件成功地推出滬港通交易方案。

「過去18年，為了能夠滿足客戶與市場不斷變化的需要，竭誠進步和不斷創新的熱忱是滙港資訊賴以前進的推動力。我們有今天的成績，全賴在背後支持的主要生意和科技伙伴，包括了華為、香港電訊、甲骨文、國際商業機器等；這些伙伴使我們能發揮技術專長和把握商機。」



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