



## FIS Launches Digital Trading Storefront to Revolutionize Cross Asset Trading

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### Key facts

- FIS has launched its Digital Trading Storefront, a scalable online platform that brings easy access and hyper-personalized experiences to digital trading across a wide variety of asset classes and markets.
- New solution gives clients the ability to reimagine their digital presence for the money at work phase of the money lifecycle.
- Digital Trading Storefront utilizes APIs to help deliver real-time connectivity and real-time risk management.

JACKSONVILLE, Fla.--(BUSINESS WIRE)--Oct. 2, 2024-- Global financial technology leader [FIS](#)<sup>®</sup> (NYSE: FIS) has today launched its Digital Trading Storefront, an innovative new platform that enables banks, brokers, market makers and fund managers to offer their customers a differentiated cross-asset trading digital experience.

The FIS Digital Trading Storefront enhances the existing FIS Cross-Asset Trading and Risk Platform with a comprehensive suite of digital features that enables hyper personalization and real-time execution of trades. Built using advanced APIs, the scalable platform provides flexibility for firms, allowing them to integrate their own front or back-end components, as well as tailor the branding and customer experience as desired. This platform enables more accessible trading in real-time, while continuing to mitigate risk with seamlessly integrated APIs for advanced regulatory compliance.

Nasser Khodri, President, Capital Markets at FIS said: "Providing a competitive digital trading experience has become crucial for financial institutions who want to help customers be smarter when putting their money to work. With this launch, FIS is unlocking financial technology that enables banks, broker dealers and wealth managers worldwide to deliver more modern experiences to their customers when their money is at work."

### Why Digital Trading Storefront Matters

The digitalization of online trading is proliferating, with retail and High Net Worth Individuals (HNWI) seeking better trading and investment services that are easy to use and hyper-personalized. According to [Coalition Greenwich](#), electrified trading now accounts for 42% of U.S. and 44% of European equity market commissions.

The FIS Digital Trading Storefront enables banks, broker dealers and wealth managers to move their cross-asset trading platforms into the digital arena and master trading volumes at scale.

### About FIS

FIS is a financial technology company providing solutions to financial institutions, businesses, and developers. We unlock financial technology to the world across the money lifecycle underpinning the world's financial system. Our people are dedicated to advancing the way the world pays, banks and invests, by helping our clients to confidently run, grow, and protect their businesses. Our expertise comes from decades of experience helping financial institutions and businesses of all sizes adapt to meet the needs of their customers by harnessing where reliability meets innovation in financial technology. Headquartered in Jacksonville, Florida, FIS is a member of the Fortune 500<sup>®</sup> and the Standard & Poor's 500<sup>®</sup> Index. To learn more, visit [FISglobal.com](#). Follow FIS on [LinkedIn](#), [Facebook](#) and [X](#).

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