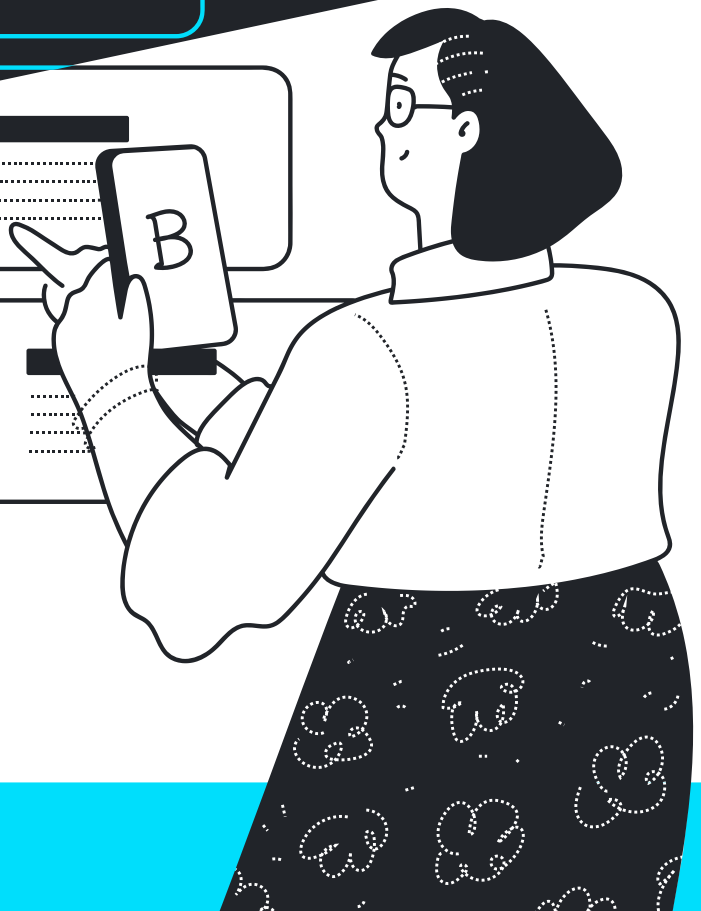
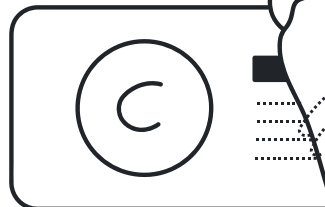
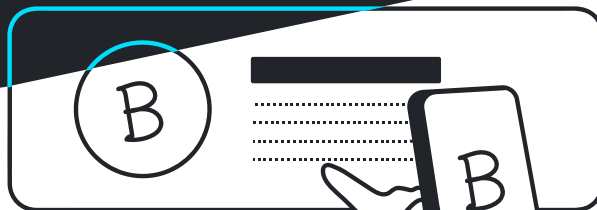
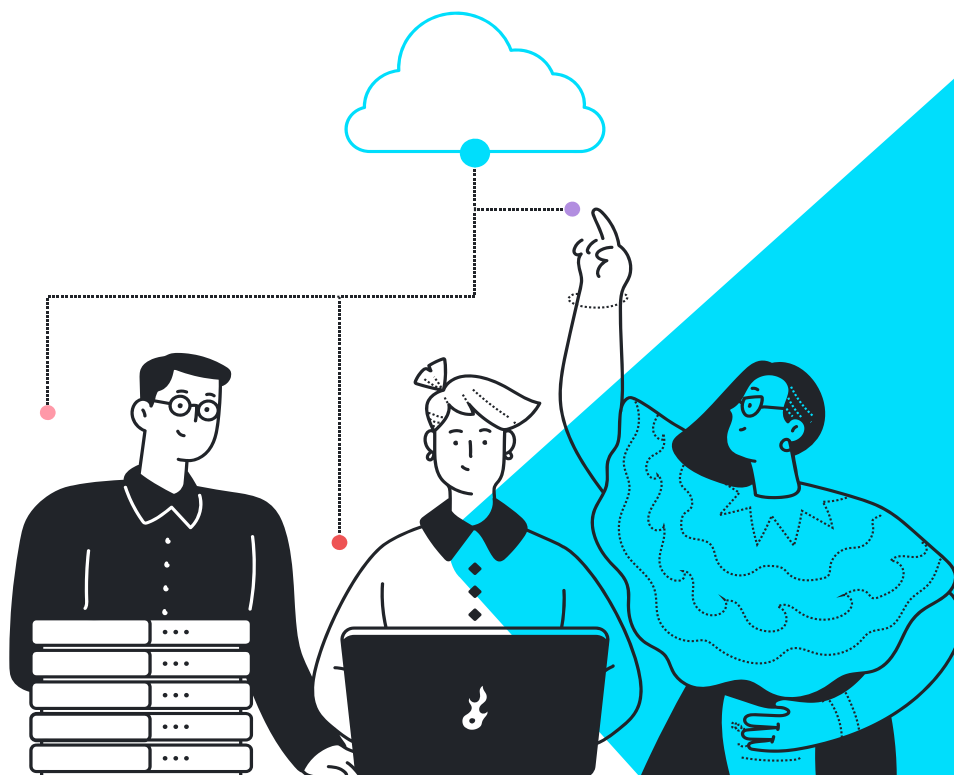


Enhancing FX pricing transparency through strategic partnership with SIREN FX



In the world of foreign exchange (FX) trading, accurate and transparent pricing is essential, especially for firms executing large transactions.



Traditional FX benchmarks, however, often fall short in offering the necessary flexibility and transparency, leading to higher costs and operational inefficiencies.

Recognising the need for change, SIREN FX, a leading FX benchmark and reference rate provider, partnered with QuantHouse, a global leader in market data solutions. Together, they set out to deliver an innovative solution that enhances FX pricing for clients navigating large-scale transactions.

The Challenge

Firms executing large FX transactions often face several challenges with traditional FX benchmarks, which can lack transparency and flexibility.

These limitations can lead to increased operational costs and complexities, making it difficult for traders to execute transactions efficiently.

Without enough options, firms are left navigating rigid pricing structures that do not always meet the evolving needs of their business.

The Solution

To address these challenges, SIREN FX, a leader in FX benchmark and reference rates, partnered with QuantHouse, a renowned provider of global market data solutions. This partnership integrates SIREN FX's fixing data into QuantHouse's product offerings, providing clients with more transparent, flexible, and cost-effective FX pricing solutions.

SIREN FX's suite of products includes the innovative 20-minute benchmark, which offers the benefits of an independent, ethical, and transparent spot FX benchmark. In response to customer demand, they have also introduced a five-minute reference fixing, designed to allow firms to seamlessly migrate from traditional FX benchmarks while maintaining pricing integrity.

John Frade, SIREN Head of Sales at SIREN FX, explained

"We are excited to partner with QuantHouse as a key route to market. By integrating our products into their offerings, we can help customers onboard our solutions seamlessly into their workflows."

The Benefits

The partnership between SIREN FX and QuantHouse delivers a range of benefits to clients:



1. Greater transparency:

Clients gain access to more transparent and ethical FX benchmarks, enhancing confidence in pricing strategies.



2. Improved flexibility:

With the introduction of a five-minute reference fixing, clients have more options for executing FX trades, providing an alternative to the industry-standard benchmarks.



3. Reduced complexity and costs:

SIREN FX's fixing products remove the cost and complexity typically associated with FX benchmarks, simplifying the trading process and improving operational efficiency.

Rob Kirby, EMEA Head of Sales & Business Development at QuantHouse, emphasised, **"We immediately recognised the value of SIREN FX's fixing products for our clients. By being the first vendor to offer these innovative solutions, we are helping clients overcome traditional challenges associated with FX benchmarks."**

Conclusion

Through the integration of SIREN FX's trusted FX benchmarks into QuantHouse's market-leading data platform, the partnership offers firms executing large FX transactions a more transparent, flexible, and cost-effective solution. This collaboration underscores both companies' commitment to driving innovation in FX pricing while delivering customer-centric solutions that simplify trading and improve market performance.

For more information on QuantHouse's market data and trading solutions [click here](#).

About SIREN FX

SIREN FX is the premier provider of foreign exchange data and benchmark execution services. Utilising sophisticated algorithms and forward-thinking technology, SIREN FX delivers precise, transparent, and efficient FX execution solutions to clients worldwide.

SIREN FX is at the forefront of innovation in the Foreign Exchange Market. Our FCA Regulated Benchmark Rate, in association with NCFX offers an independent Spot FX Benchmark and Reference Rates that has been developed to be traded, unlike other benchmarks which have been designed for a point in time portfolio valuations.

SIREN FX provides market participants with a suite of data and analytic tools that empower trading decisions related to their foreign exchange activity, whilst achieving compliance with industry codes of conduct.

For more information contact sales@sirenfx.co.uk or visit <https://sirenfx.co.uk>

About QuantHouse

QuantHouse is a leading provider of international market data. It delivers high-performance API data feeds to hedge funds, investment banks, brokers, market makers, financial technology providers and trading venues supporting integrated trading strategies, applications, and analytic databases.

QuantHouse is part of the Iress group, a technology company providing software and services for trading & market data, financial advice, investment management, superannuation, life & pensions and data intelligence in Asia-Pacific, North America, Africa, the UK and Europe.