



# WHY CUSTOMERS USE FLYER TRADING NETWORK

# Eliminate Your Growing Pains with an End-to-End Solution

Scaling a wealth management business shouldn't come with technical compromises or operational risk. Whether you're managing multi-asset portfolios, connecting with dozens of custodians, or executing across volatile markets—Flyer Trading Network (FTN) is built to keep your operations secure, seamless, and scalable.

## See the top 10 ways our customers leverage FTN to power growth...

### 1. Stability & Reliability

#### The Pain:

One missed message can ripple across client portfolios and erode trust.

#### The Flyer Advantage

- Guaranteed high-availability infrastructure with 99.99%+ uptime
- Enterprise-grade disaster recovery and business continuity plans
- Redundant systems across data centers ensure resilience even during market shocks

“

We don't ask if FTN is up. We know it is.”

CTO, \$10B RIA

## 2. Security That Matches the Stakes

### **The Pain:**

You're handling sensitive client data and very large trades —security cannot be an afterthought.

### **The Flyer Advantage**

- End-to-end encryption and secure protocols
- SOC 2 Type II-certified infrastructure
- Full alignment with ISO 27001 and financial data handling standards

## 3. Real Partnership, Not Just a Support Line

### **The Pain:**

When things go wrong, you need answers—fast.

### **The Flyer Advantage**

- Dedicated account managers who understand your business model
- U.S.-based support team with real-time response SLAs
- Proactive system monitoring and human-first support

## 4. True Multi-Asset Support

### The Pain:

Wealth portfolios are complex—your network should reflect that.

### The Flyer Advantage

- Native support for equities, ETFs, mutual funds, options, fixed income, alts and crypto assets
- Single API connection for all asset classes (competitors require distinct connections per asset class or product)
- Consistent, compliant execution across all product types

## 5. Broker & Custodian Connectivity That Goes Deep

### The Pain:

Limited counterparties mean missed opportunities.

### The Flyer Advantage

- Access to thousands of connections to brokers, custodians, and trading venues out of the box
- Rapid onboarding of new partners (why onboard new brokers and connections from scratch when we already have?)
- Support for advisor-led and desk-managed execution models

## 6. Integration That Doesn't Disrupt

### The Pain:

You've invested in OMS/PMS platforms—new tools shouldn't break them.

### The Flyer Advantage

- Multiple API integration support, including Rest, FIX and others.
- Seamless fit with your existing OMS, PMS, and back-office systems
- White-glove onboarding and full technical support throughout

## 7. Scalable by Design

### The Pain:

More advisors, more trades, more clients—but the same tech bottlenecks.

### The Flyer Advantage

- Cloud-native infrastructure built to scale automatically
- No re-architecture required to handle growth
- Flyer Trading Network continues to add connections, while yours stays at one

## 8. Speed Without the Noise

### The Pain:

You're not high-frequency traders, but you can't afford slippage or lag—especially in volatile markets.

### The Flyer Advantage

- Low-latency routing across multiple custodians/brokers
- Smart optimization during peak market loads
- Seamless, efficient execution that keeps client trades on target

## 9. Data Analytics That Proves Your Value

### The Pain:

Your clients and compliance team expect insight—not just data.

### The Flyer Advantage

- Execution quality analysis and order flow transparency
- Audit trails, timestamps, compliance reporting—all out of the box
- Customizable analytics to support firm-wide oversight and client communications

## 10. Enterprise Value Without Enterprise Overhead

### The Pain:

You need best-in-class capabilities without breaking your budget.

### The Flyer Advantage

- Transparent pricing with no hidden fees
- Flexible billing models based on usage and scale
- High ROI through reduced manual work, faster execution, and fewer errors

## Designed for Firms That Want to Grow Smarter

Flyer Trading Network isn't just a FIX gateway. It's an enterprise-grade, end-to-end trading infrastructure that gives Independent Broker-Dealers and Enterprise RIAs the tools to execute confidently, scale efficiently, and focus on what matters most: delivering results for clients.

**Stop choosing between reliability, security, performance, and flexibility—get it all with Flyer.**

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