



TradeStation CityTrader White Label

In 2014, TradeStation started working with OptionsCity to offer a white-labeled version of the CityTrader platform to clients interested in trading futures options. Branded as Futures+, the platform has seen significant growth over the past two years and realizes over 60,000 trades a month – all seamless to the end user.



TradeStation – Capitalizing on the Futures Options Market

Founded in 1982, TradeStation provides active traders and institutional traders the ability to design, test, optimize, and automate their options and futures trading strategies. In 2011, TradeStation was acquired by Monex Group, one of Japan's leading online securities brokerage firms. TradeStation was ranked as "Best for Frequent Traders" and "Best for International Traders" by Barron's in 2015. It is also rated as "Best Trading System" for Futures for 11th consecutive year by Technical Analysis of Stocks and Commodities magazine in 2015.

Challenges

- High cost of development to offer futures options
- Support costs for futures options products
- Previous system had limited spread and RFQ support
- Desire to become self-clearing

Solution

- CityTrader application white-labeled as Futures+
- TradeStation risk management team trained on CityTrader admin tool
- Connectivity to CME Group and ICE exchange products
- OptionsCity added customized features per TradeStation requirements

Results

- Futures+ trading software rolled out to over 1300 TradeStation customers
- Futures+ volumes grow to over 60,000 monthly contracts
- Ongoing partnership for adding new markets and functionality