

James Maclean
Final Major Project
Redesigning caplin.com

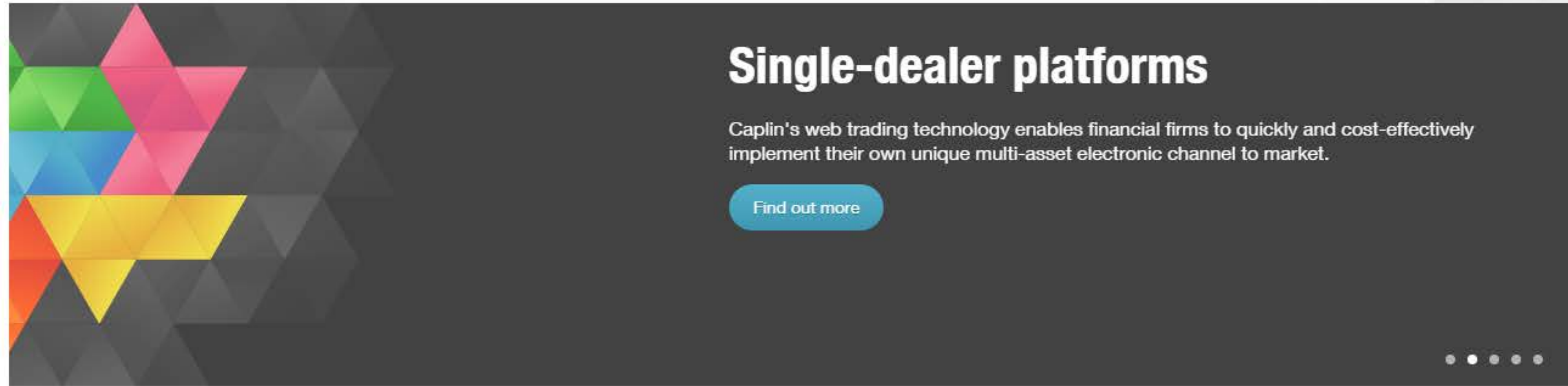
a site of 4 parts

Corporate

Labs

Developer

UX



Single-dealer platforms

Caplin's web trading technology enables financial firms to quickly and cost-effectively implement their own unique multi-asset electronic channel to market.

[Find out more](#)

Caplin Platform

The Caplin Platform provides all the processing and distribution capabilities you're ever likely to need for online trading. It supports all client technologies and asset classes.

Built on Caplin Liberator, an ultra-high-performance financial internet hub, and Caplin Transformer, a real-time data transformation engine, the Caplin Platform already powers tens of thousands of users on many of the world's leading online trading systems and single-dealer platforms.

[Read More](#)

[See in Developers' site](#)

Caplin Trader

Caplin Trader enables you to create outstanding trading apps for both desktop and mobile use, based on future-proof HTML5 technology.

It includes the BladeRunner HTML5 development environment, a set of JavaScript trading libraries, and an ever-growing collection of reusable business modules and solutions ('blades' and 'motifs') that offer ready-made functionality across a range of asset classes and user segments.

[Read More](#)

[See in Developers' site](#)

BladeRunner



BladeRunner brings revolutionary productivity, quality and maintainability to enterprise-scale HTML5 development. Based on a simple but powerful set of programming conventions, it allows rapid development of reusable modules (blades) which can then be combined into sophisticated apps. BladeRunner provides powerful support for blade-based development, testing, integration and deployment.

BladeRunner is open, modular, and fully compatible with most leading third-party and open source HTML5 libraries and tools. It addresses three major areas where existing tooling is either lacking, fragmented or hard to integrate:

- Modular code structure, dependency management and class-loading
- Testing frameworks: Unit and Acceptance in the first release, Integration and Performance to follow.
- Client-side MVC and separation of concerns for building rich, interactive UIs.

Download the [Why BladeRunner?](#) white paper to find out more. BladeRunner is currently in beta.

[Join Beta Program](#)

[See in Developers' site](#)

Technical features

- A minimal set of conventions required for structured enterprise HTML5 applications
- Name-spaced re-usable blades that can be run stand-alone or integrated into an app
- Run-time or build-time class loading and bundling of code and resources
- Powerful 'workbenches' for developing and testing blades in isolation
- Support for multiple 'aspects' to present a set of blades in multiple ways (for different devices or user segments, for example)
- MVC (MVVM) library for building complex, stateful user interfaces
- Internationalisation of code, configuration and layout
- Unit testing and BDD based acceptance testing tools

Our Customers include:

[Case Studies](#)



Contact

UNITED KINGDOM
Caplin Systems Ltd,
Cutlers Court,
115 Houndsditch,
London EC3A 7BR, UK

Tel: +44 20 7826 9600

[Send us an email](#)

UNITED STATES OF AMERICA
Caplin Systems, Inc.
7 World Trade Center
46th Floor
New York, NY 10007

Tel: +1 (212) 835 1574

[Send us an email](#)

Community

- ▶ [Platformability Blog](#)
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CAPLIN

The single dealer platform
you need. Fast.

CALL NOW!!!!!!!!!!

Why are banks around the world launching single-dealer platforms?

Cost-effective

They are much more cost-effective and scalable than voice trading

Profitable

They are much more profitable than multi-dealer platforms or white-labeled offerings

Customer focused

They give banks autonomy and bring them closer to their customers

How can a single-dealer platform impact your organisation?

More clients

Attract and retain more clients by offering better value and better service.

[find out how](#)

Increased revenue

Grow revenue per client by offering the most compelling trading channel.

[find out how](#)

Better margins

Improve trading margins with per-user pricing, no brokerage fees, and more opportunities to internalise flow.

[find out how](#)

Focused service

Control costs and make your sales desk more productive by focussing voice trading on high-value clients.

[find out how](#)

Faster to market

Bring new products to market fast typically in weeks rather than months.

[find out how](#)

CAPLIN

Immediate Results, Unlimited Scope

You need to create a single-dealer platform that's exactly right for your customers. Caplin makes it easy, with the world's only complete single-dealer platform solution.

Caplin gets you to market fast with low cost and low risk, while still giving you complete flexibility in design, features, and workflows. Our browser-based technology works in any desktop or mobile browser, with no plug-ins or downloads.

To get the single dealer platform you need

CALL NOW!!!!!!!!!!

Solutions

FX

Equities

Futures

Fixed Income

Multi-Asset

Bespoke

CAPLIN

The single-dealer platform you need. Fast.

Why are banks around the world launching single-dealer platforms?

More clients

Attract and retain more clients by offering better value and better service.

[find out how](#)

Increased revenue

Grow revenue per client by offering the most compelling trading channel.

[find out how](#)

Better margins

Bespoke pricing, no brokerage fees, more opportunities to internalise flow.

[find out how](#)

Lower costs

Make your sales desk more productive by focussing voice trading on high-value clients.

[find out how](#)

Faster to market

Bring new products to market fast - typically in weeks rather than months.

[find out how](#)

Solutions

FX

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Bespoke

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[Get In touch](#)

Contact

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 Tel: +1 (212) 835 1574

Community

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[▶ Single Dealer Platform Blog](#)

[▶ Developers](#)

[▶ Twitter](#)

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[Find out how](#)

More revenue

Grow revenue per client with a compelling trading channel.

[Find out how](#)

Better margins

Bespoke pricing, no brokerage fees, more internalization.

[Find out how](#)

Lower costs

Boost productivity by focusing voice trading on high-value clients.

[Find out how](#)

Speed to market

Bring new products to market in weeks rather than months.

[Find out how](#)


Solutions



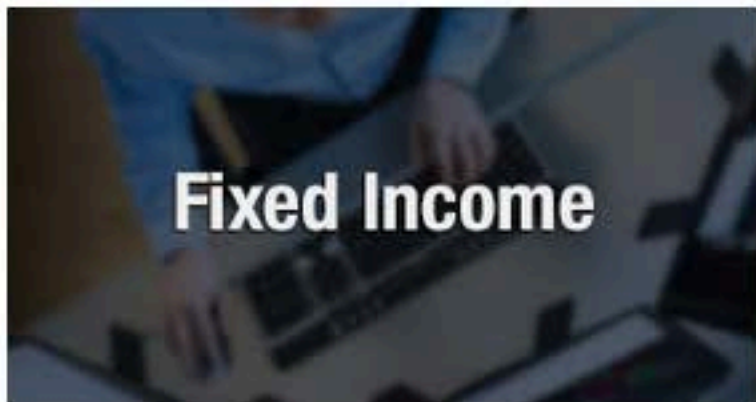
FX



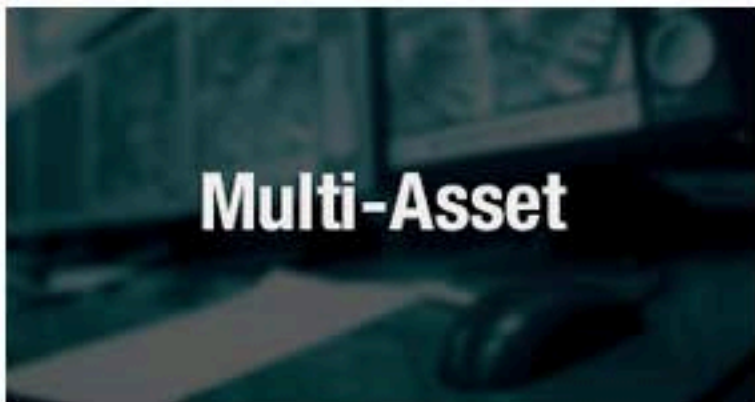
Equities



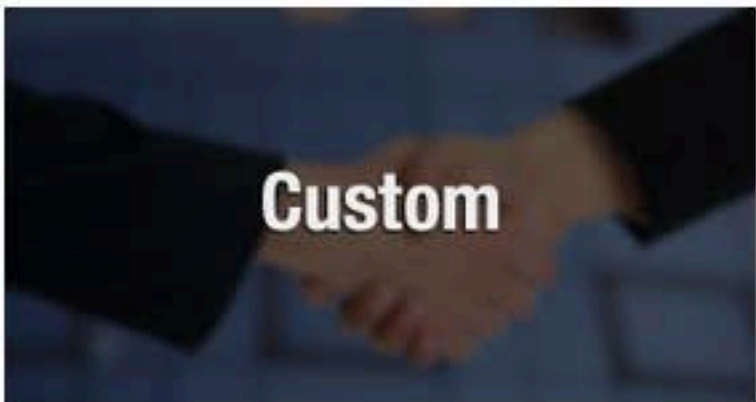
Futures



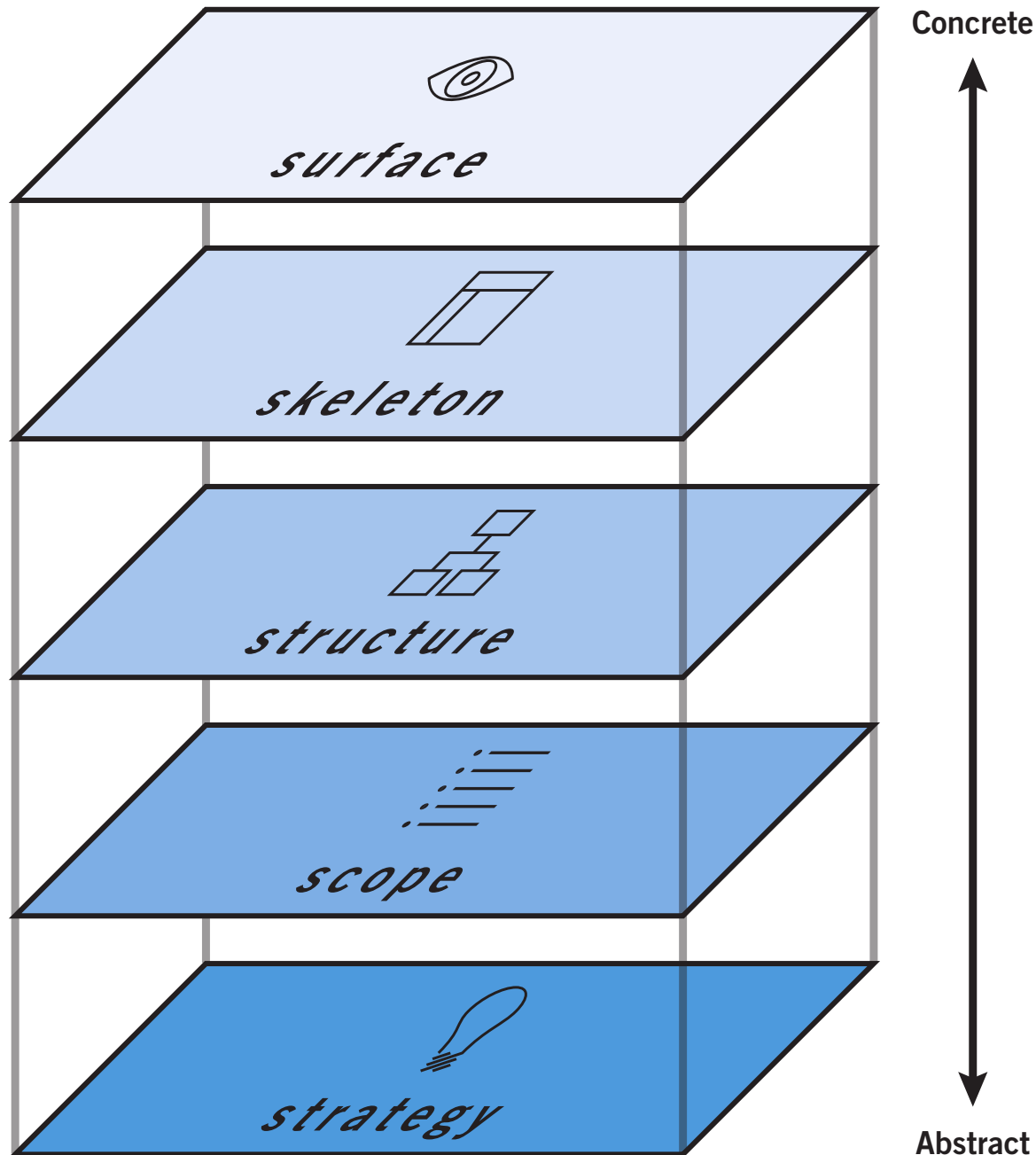
Fixed Income



Multi-Asset



Custom



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Contact Us

Items marked with a red asterisk* are required.

First Name*

Last Name*

E-mail Address*

Company*

Job Title

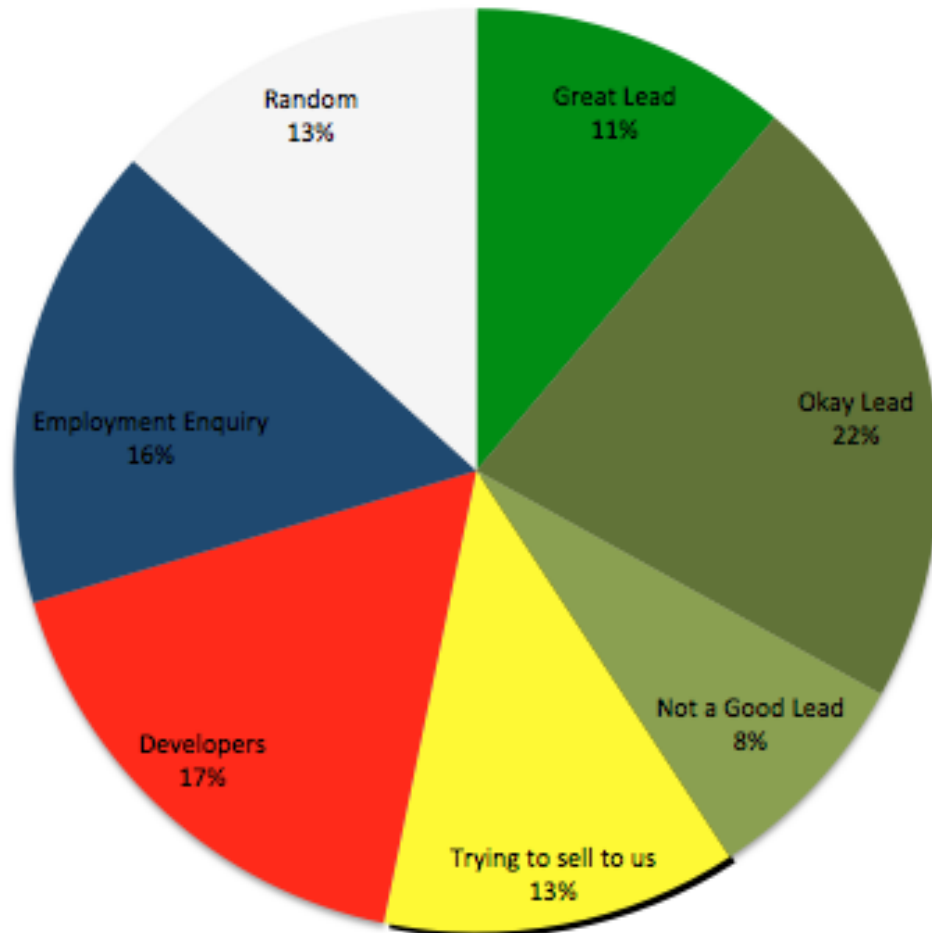
Country*

How can we help?*

SUBMIT

233 messages received via the Contact Us form - July 2012 to July 2014

Contact Us messages by category



- 9 people per month
- 1-2 technical help
- 3 people an ok or great lead
- 1 actual contract in 2 years

Want to know more about the Caplin Core Securities Motif? [Contact us](#).

Want to hear more about Caplin's FX solutions? [Get in touch](#).

[Contact us](#) to discuss your bespoke project.

Want to hear more about Caplin's FX solutions? [Get in touch](#).

Do you need help building your single-dealer platform business case, or would you like to have a conversation about single-dealer platforms? [Contact us](#).

- To enhance your offering further, choose from a range of additional features such as sophisticated charting, trade ideas, research and analytics. For the latest list of available features, [contact us](#).

- The opportunity to choose from a range of additional features such as multi-leg orders, trading-on-behalf-of (TOBO), charting, group blotters, post-trade allocations, block trades and pre-trade allocations. For the latest list of available features, [contact us](#).
- Unlimited scope for branding, customization and extension with your own unique features and workflows

CAPLIN

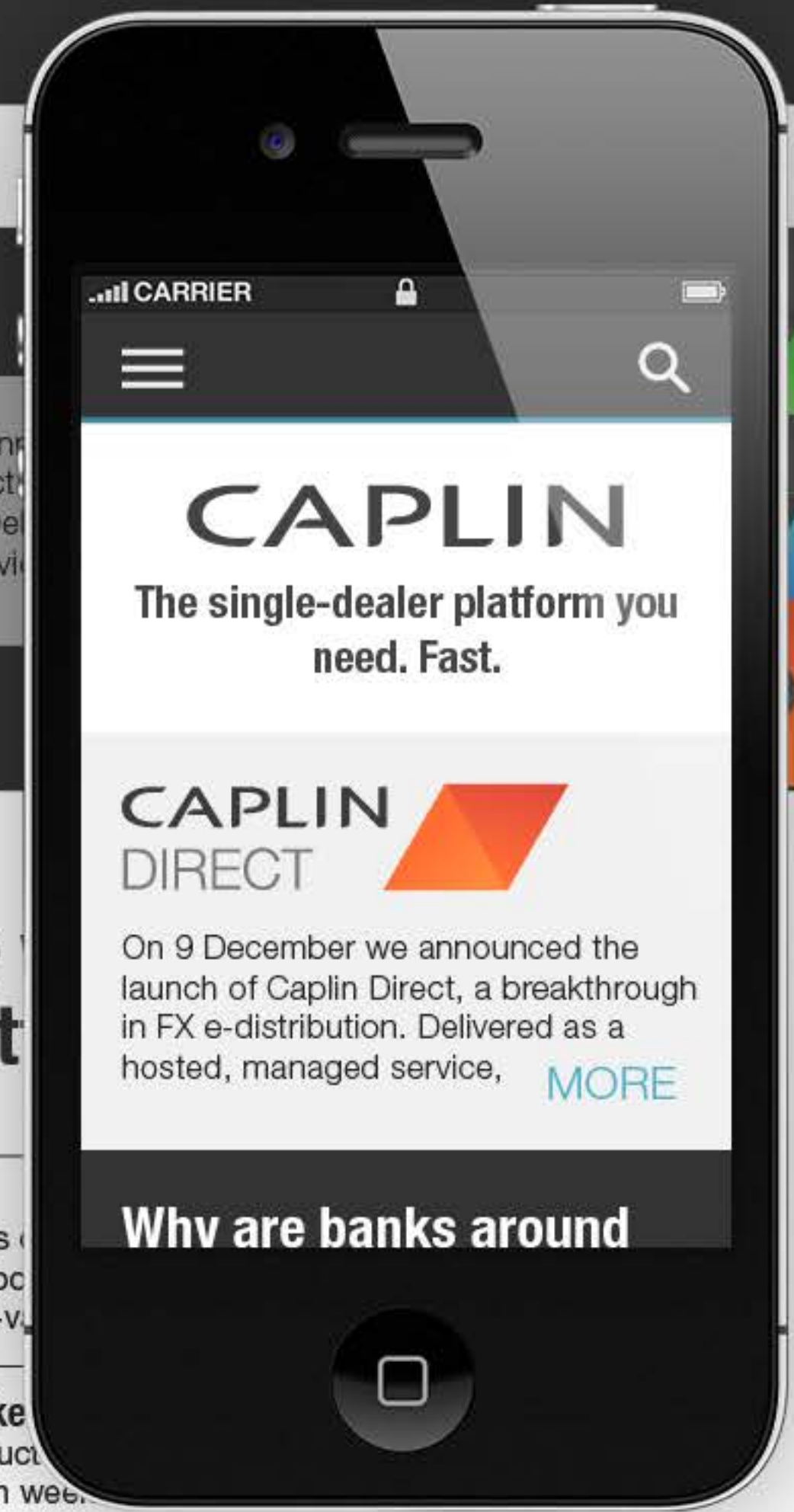
innovative online finance solutions

Home Solutions Services Research

CAPLIN
DIRECT



On 9 December we announced the launch of Caplin Direct, a breakthrough in FX e-distribution. Delivered as a hosted, managed service, [MORE](#)



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More clients

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Increased revenue

Grow revenue per client by offering the most compelling trading channel.



Better margins

Bespoke pricing, no brokerage fees, more opportunities to internalise flow.



Lower costs

Make your sales team more productive by focusing on high-value trading on high-value.

Faster to market

Bring new products to market fast - typically in weeks, rather than months.

Ready to join them?

Contact the sales team



Immediate Results, Unlimited Scope

Caplin gets you to market fast with low cost and low risk, while still giving you complete flexibility in design, features, and workflows. Our browser-based technology works in any desktop or mobile browser, with no plug-ins or downloads.

You need to create a single-dealer platform that's exactly right for your customers. Caplin makes it easy, with the world's only complete single-dealer platform solution.

<https://jqim.github.io/kingston/fmp/responsive-mock/iphone-mock-01.html>

Contact

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Comunity

[Platformability Blog](#)

[Single Dealer Platform Blog](#)

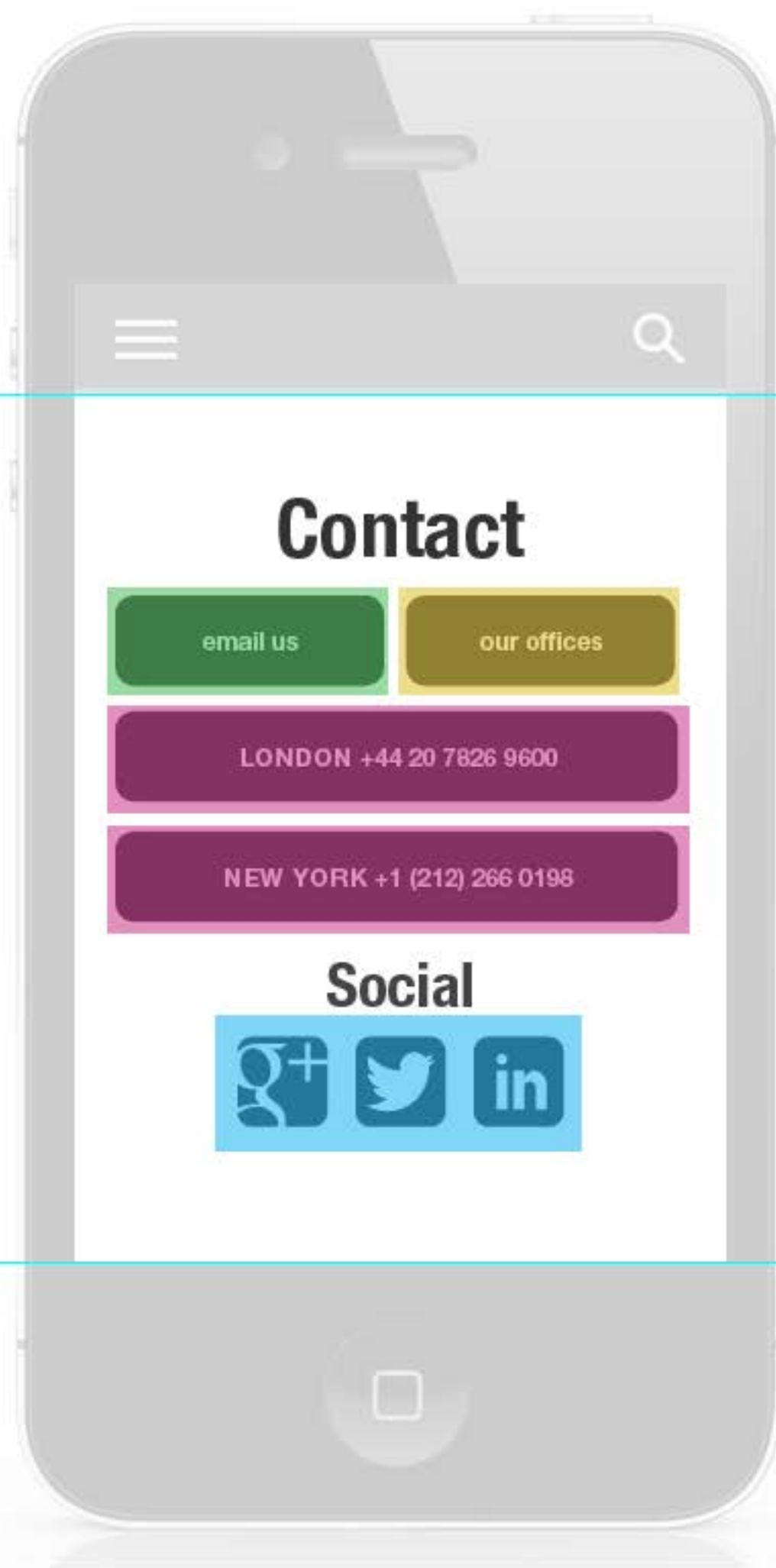
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Contact

email us

our offices

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NEW YORK +1 (212) 266 0198

Social



Solutions

FX

Equities

Futures

Fixed Income

Multi-Asset

Pro

Cap

Cap

Cap

Cap

Suite

CAPLIN



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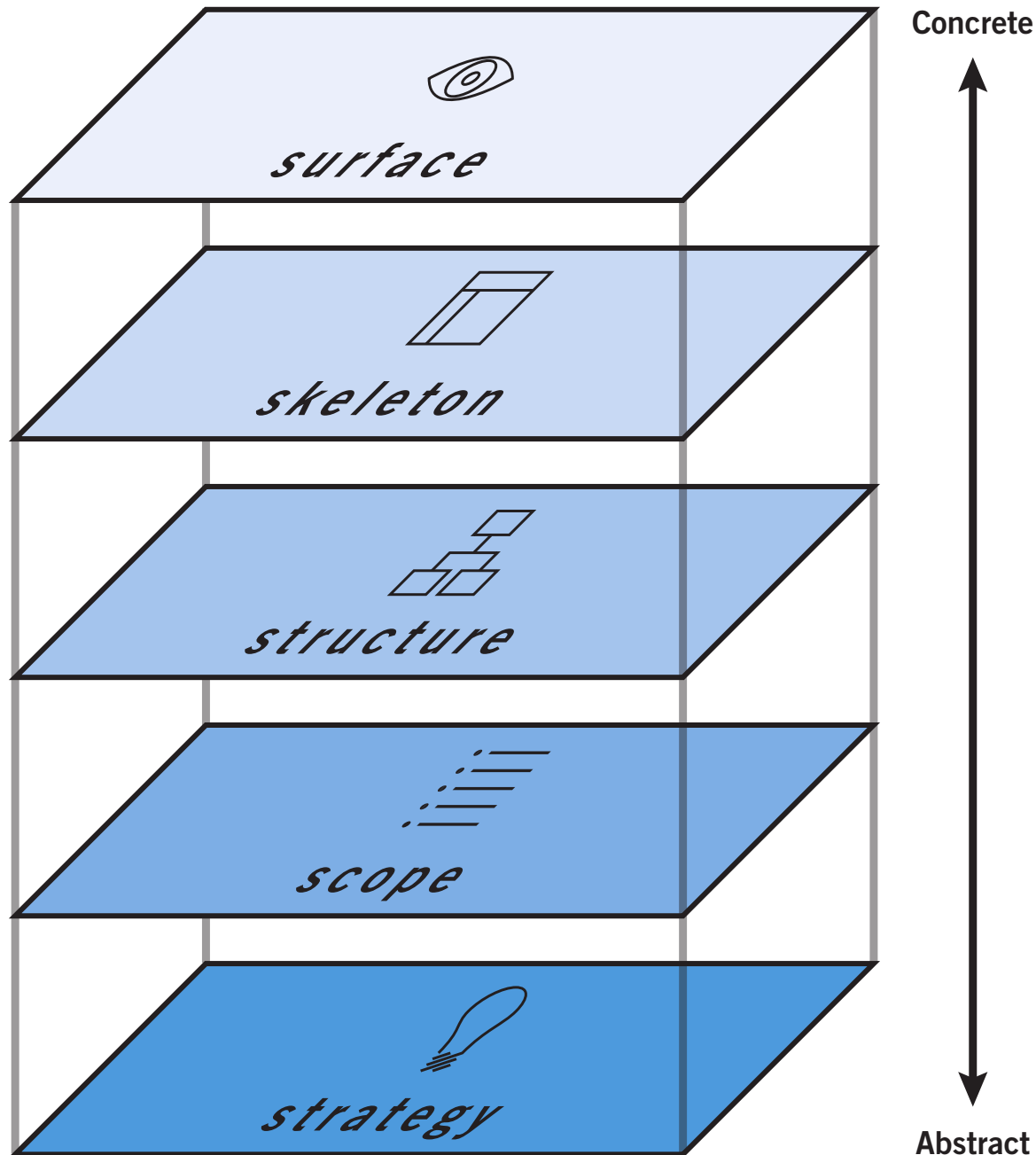
NEW YORK +1 (212) 266 0198

Social



<https://jqim.github.io/kingston/fmp/responsive-mock/mobilemenu.html>

Menu animation



Surface brings everything together visually: What will the finished product look like?

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Strategy is where it all begins: What do we want to get out of the site? What do our users want?

Problems

- Not clear what the company does

<https://jqim.github.io/kingston/fmp/responsive-mock/montage.html>

Photographic direction







CAPLIN

innovative online finance solutions



[Solutions](#) [Products](#) [Services](#) [News](#)

Solutions



Our browser-based technology works in any desktop or mobile browser, with no plug-ins or downloads.

innovative online finance solutions



Solutions



Our browser-based technology works in any desktop or mobile browser, with no plug-ins or downloads.

FX



Equities



Futures



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Solutions



Our browser-based technology works in any desktop or mobile browser, with no plug-ins or downloads.

FX



Equities



Futures



Fixed income



<https://jqim.github.io/kingston/fmp/responsive-mock/homepage.html>

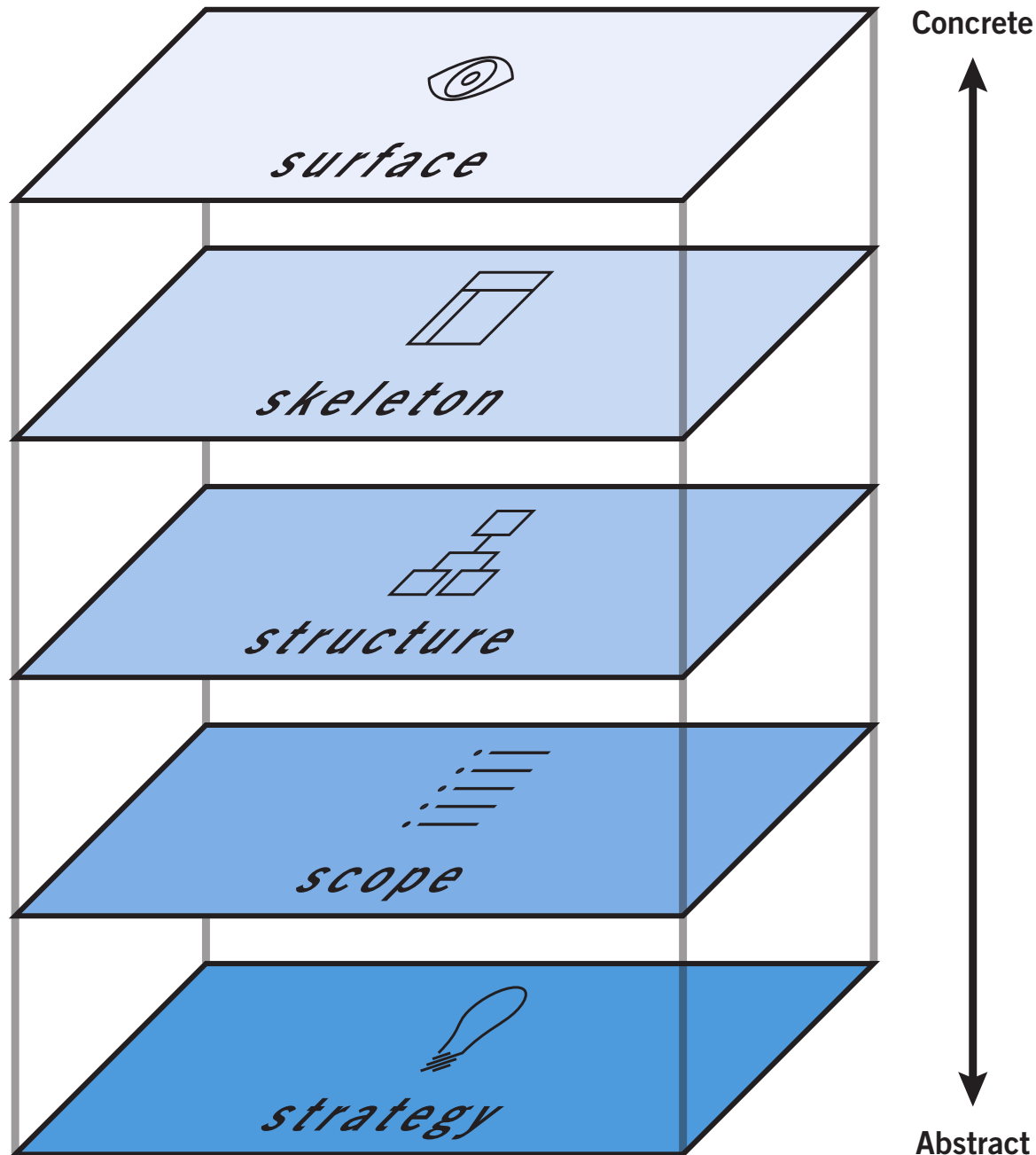
sticky subnav

<https://jqim.github.io/kingston/fmp/responsive-mock/innerpage.html>

Inner page also showing typography styles

<https://jqim.github.io/kingston/fmp/responsive-mock/responsiveness.html>

Showing 5 layouts



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Head of Marketing
joins Caplin

Contact Us

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First Name*

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Job Title

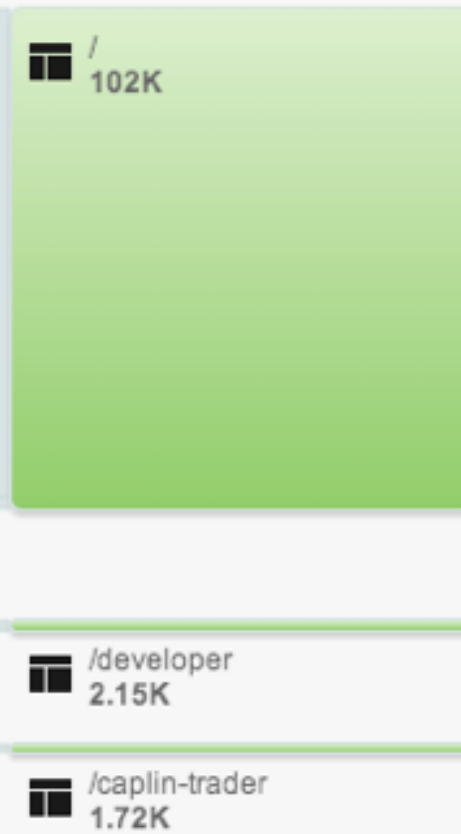
Country*

How can we help?*

SUBMIT

Starting pages

121K sessions, 102K drop-offs



1st Interaction



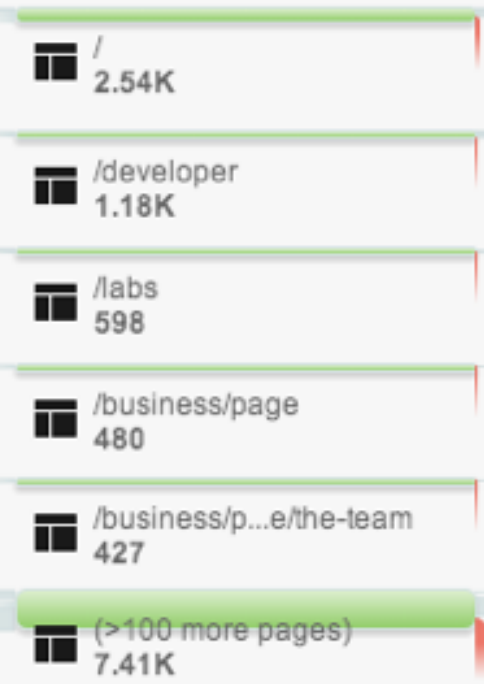
19.5K sessions, 6.86K drop-offs



2nd Interaction



12.6K sessions, 4.07K drop-offs



Contact us
About us
The Team
Case studies
Products/

Email
Phone
Address/location

The Company
The Team

Case studies

Products

Coplin

Email

Subject

Email Us

Short bio of Coplin
last name
case studies

Headline

Product page
contact us.

Demos
videos
Screen shots
+ Descriptions

Office:
London
o2012
NYC
o2012
Singapore
o2012

Sales Team

Name

Read more

Name

Sales Team

Map London

London

Map icon

Map icon



CAPLIN

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CASE STUDIES



PRODUCTS



DEVELOPERS



LABS



UX





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E-MAIL



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ADDRESSES



ABOUT US



THE COMPANY



THE TEAM



CASE STUDIES



PRODUCTS



DEVELOPERS



LABS

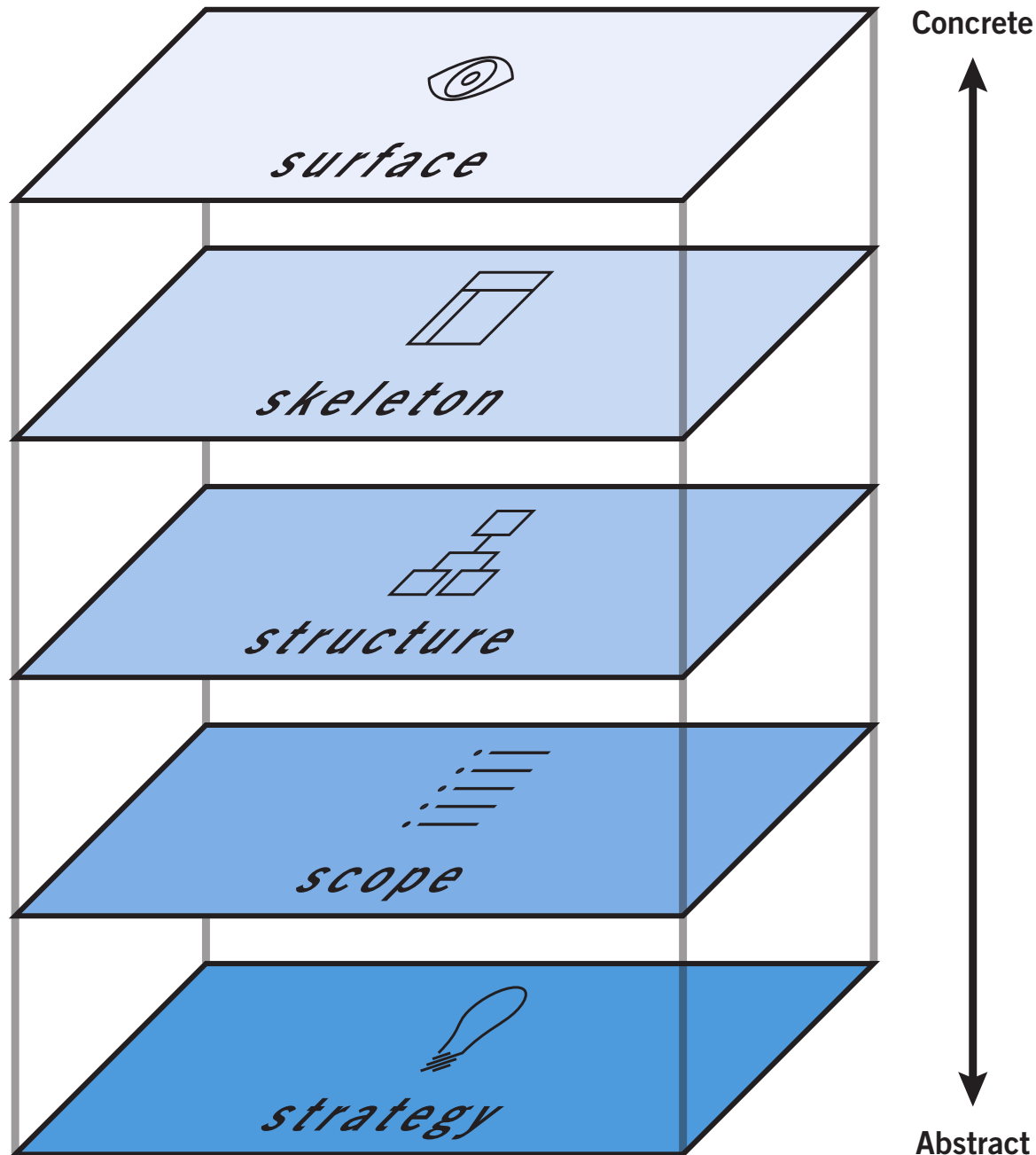


UX



<https://jqim.github.io/kingston/fmp/contact-form/home.html>

Responsive contact from prototype



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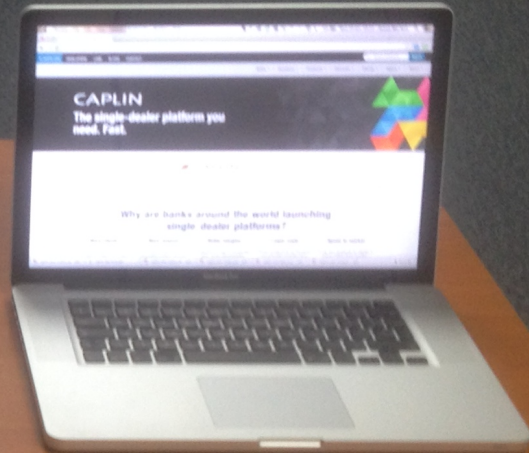
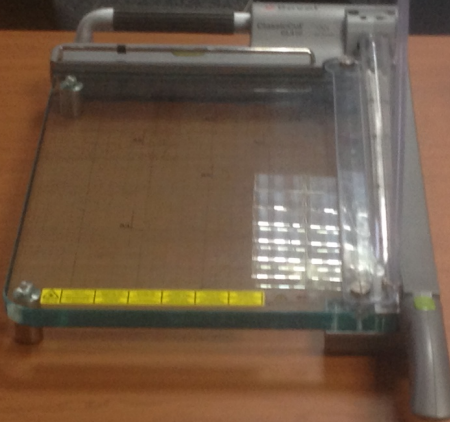
Strategy is where it all begins: What do we want to get out of the site? What do our users want?



CAPLIN
The single-dealer platform you need. Fast.

Why are banks around the world launching single-dealer platforms?

Document with text, possibly a contract or agreement.







TEAM

PLUG

CARD

QA

SECURITY

TOOLS

TOOLS

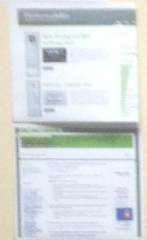
TOOLS

TOOLS

TOOLS

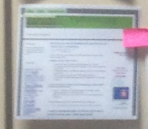
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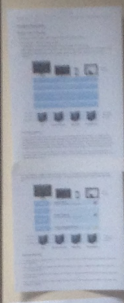
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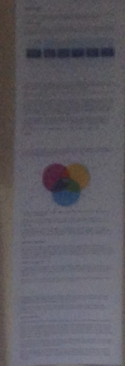
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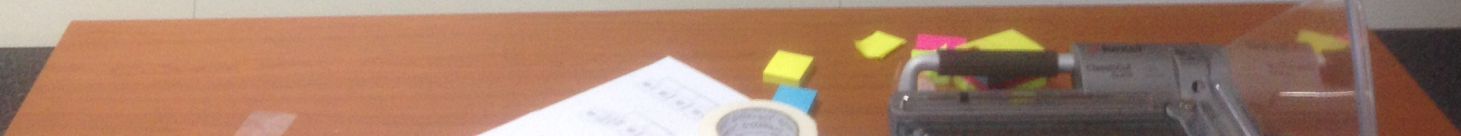
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Homepage

Promotions

Carrorel

Image 1

Image 2

Image 3

Explaining the problems we solve

What we do

Explanation

Case Studies - Who for?

Citi
Case Study

UBS
Case Study

FTSE
Case Study

Thought Leadership

News & Veiws

SPD.org

News (PR)

Platformabili-
ty blog

White Papers

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Products & Services

Products & Solutions

Products		
Trader	Platform	Intergration
Solutions		
Fixed Income	Direct	Futures
Multi-Asset	FX	
Custom	Equities	

Services

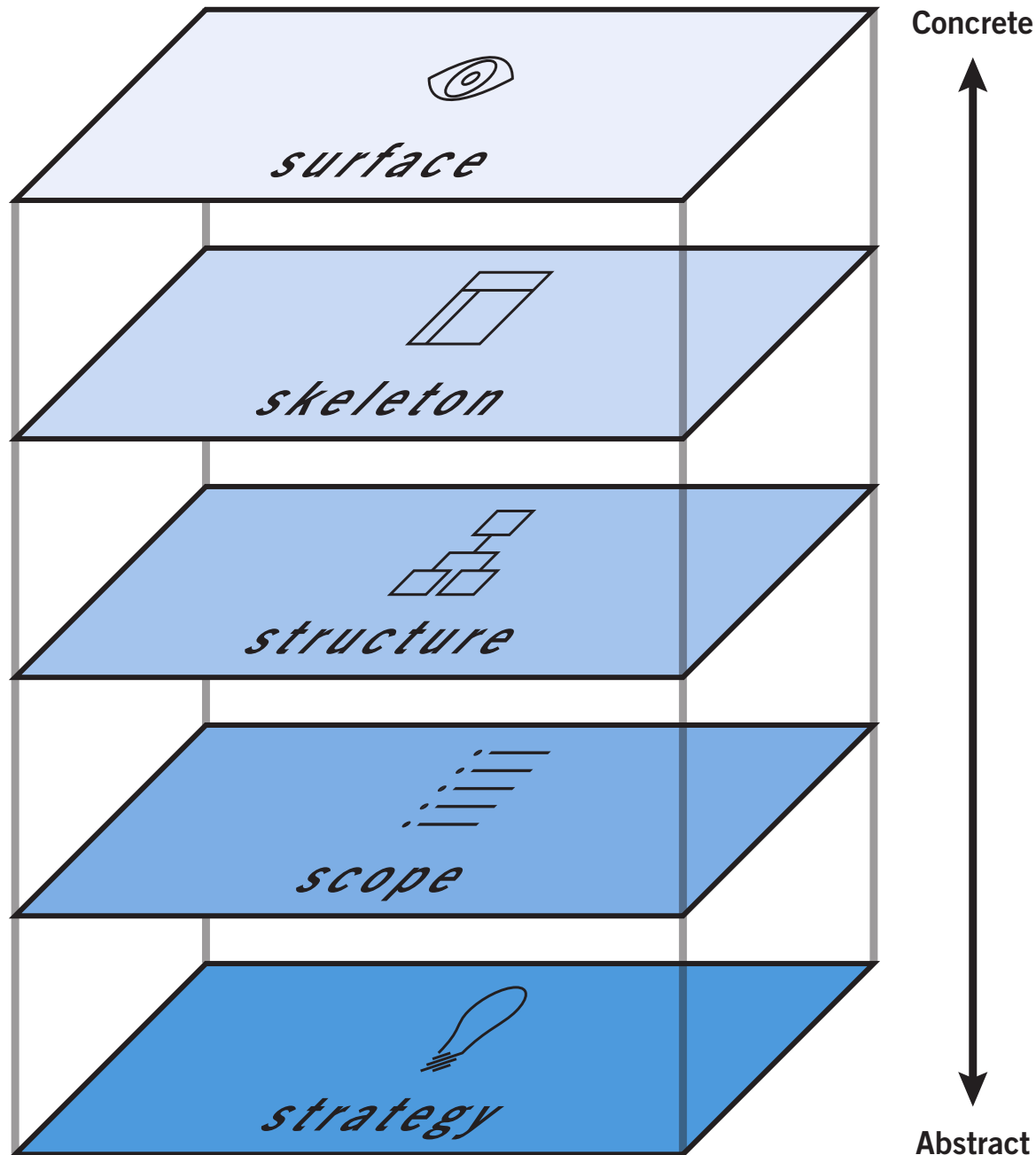
Training	UX	Project Man- agement
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General Enquiries

Contact Us

<http://jqim.github.io/deleting-words.html>

Editing by only deleting results in 27.8% fewer words.



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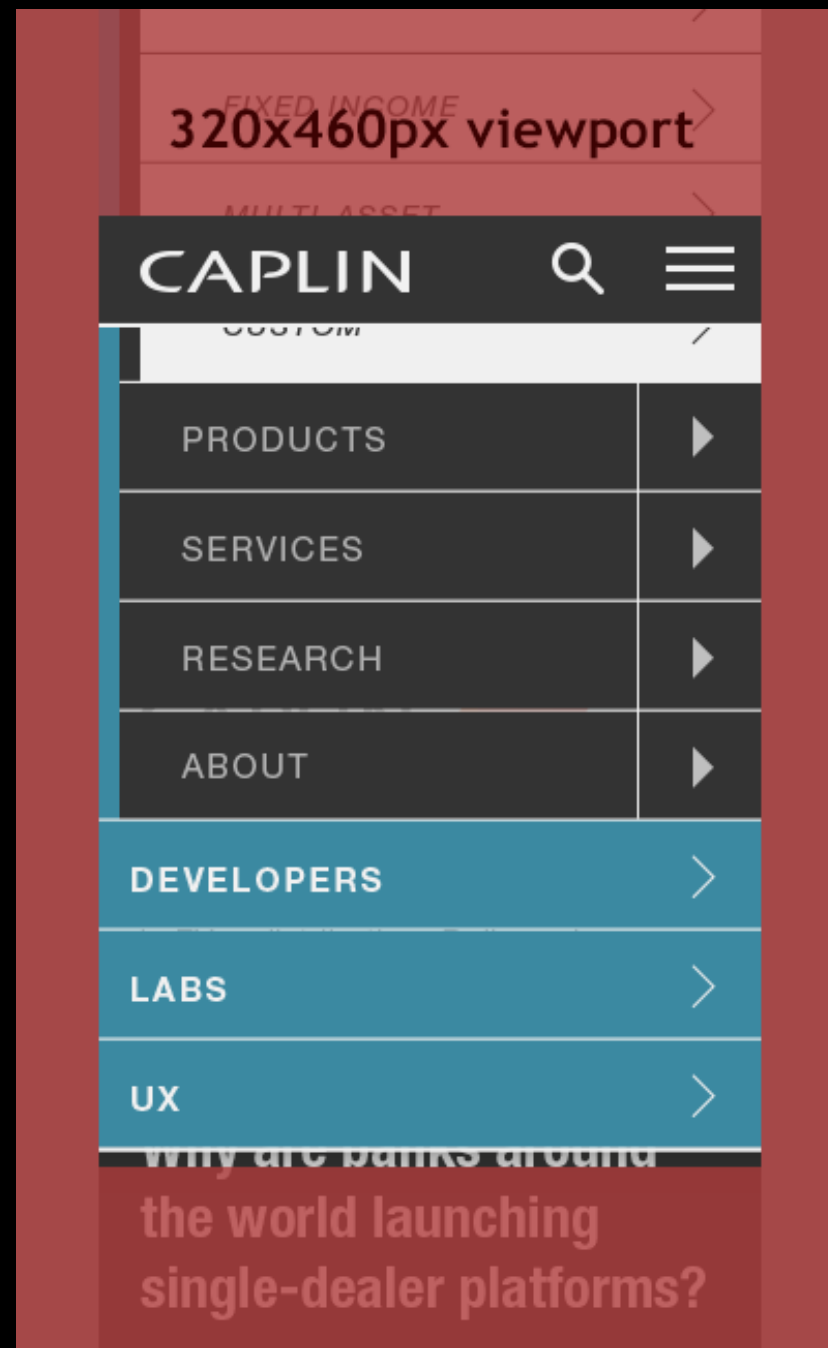
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Webdesigner joins
Caplin

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Technology	>
Caplin Direct	
Services	>
News	>





CAPLIN

Deliver an outstanding trading experience

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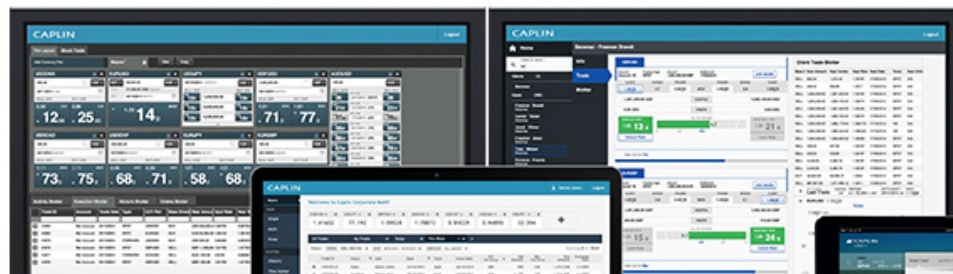
FX Solutions

Unlimited scope for branding, customization and extension with your own unique features and workflows.

- Lorem ipsum dolor sit amet, consectetur.

FX Pro Motif

FX Sales Motif



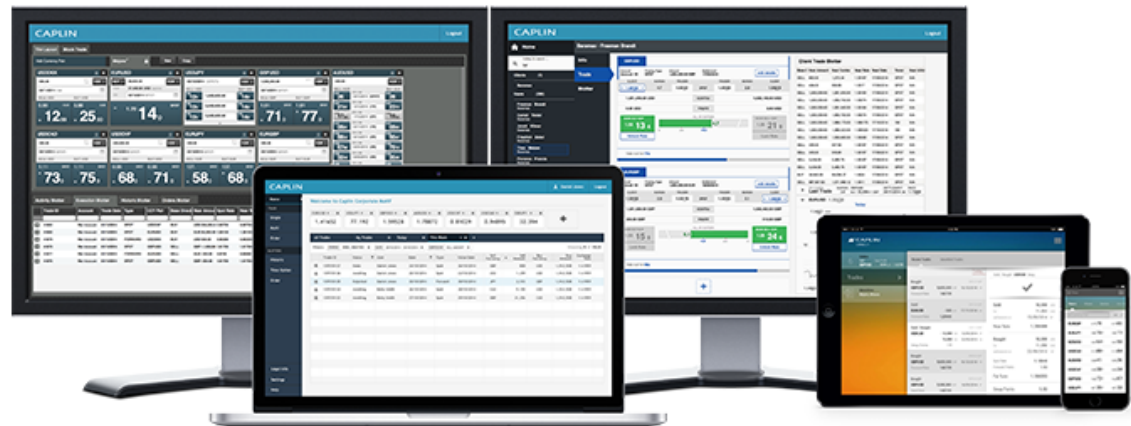
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Unlimited scope for branding, customization and extension with your own unique features and workflows.

- Lorem ipsum dolor sit amet, consectetur.
- Lorem ipsum dolor sit amet, consectetur.
- Lorem ipsum dolor sit amet, consectetur.

FX Pro Motif

FX Sales Motif



FX Corporate Motif

FX Mobile

Caplin Direct



Delivered as a hosted, managed service, it is designed for banks that want a custom FX single-dealer platform, but have previously been held back by the cost and technical challenges involved.

Caplin Direct eliminates these barriers by delivering a fully operational single-dealer platform as a service.

[Find out more >](#)

Your systems



Vendor services

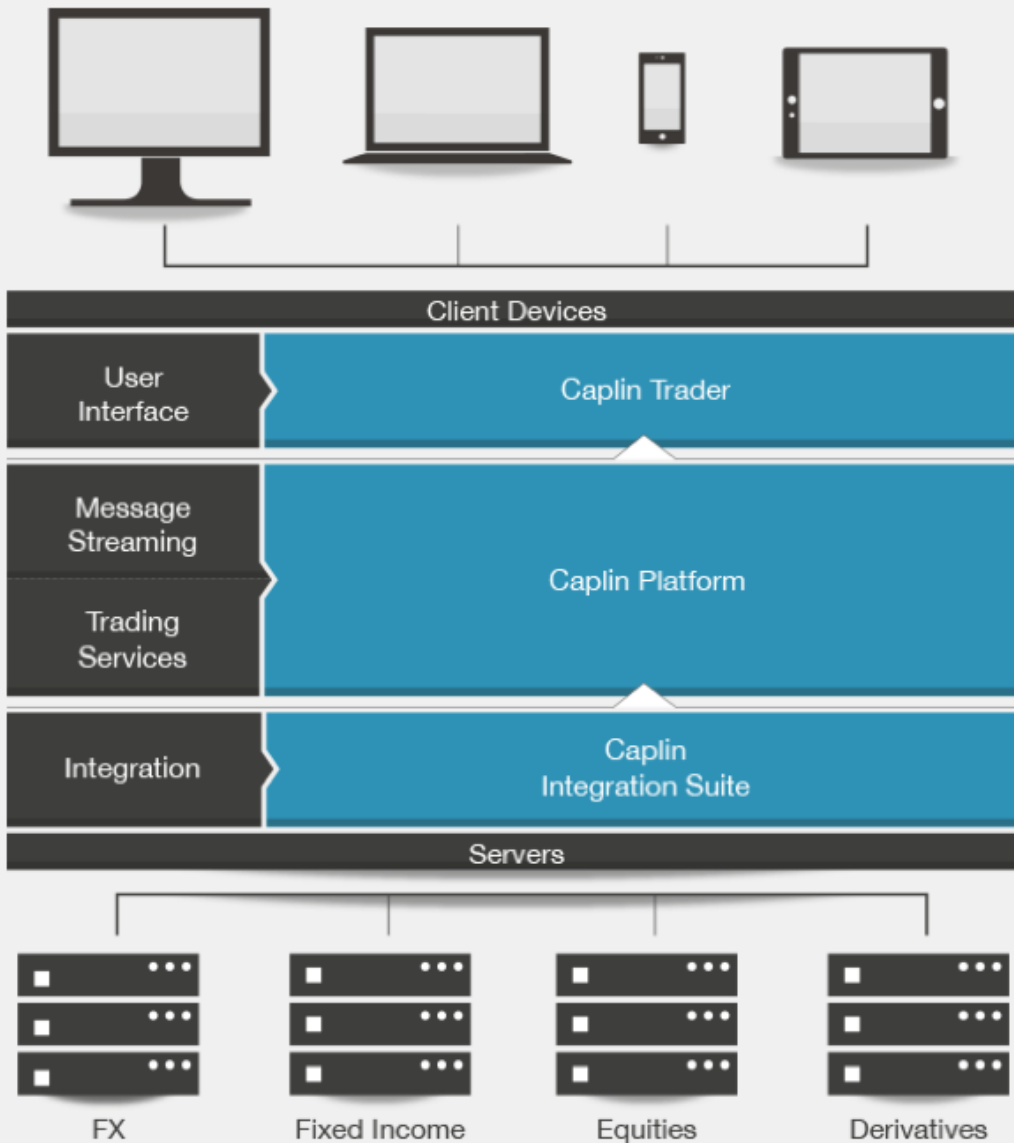


Caplin Direct



Your clients





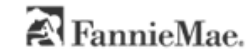
TECHNOLOGY

The technology Caplin uses is an integrated suite of software that supports the services and distribution capabilities needed for a trading system.

[Learn more about our technology >](#)

Our Clients

Here is a selection of just some of the customers that we provide business solutions for.



Case Studies



The following case study lorem ipsum dolor sit amet, consectetur adipiscing elit.

[View case study](#)



The following case study lorem ipsum dolor sit amet, consectetur adipiscing elit.

[View case study](#)

Latest News and Insights

November 20, 14

From Caplin News

New Office in Singapore

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore ..

[Read more](#)



November 20, 14

From Caplin News



Caplin wins best

December 1, 14

From SingleDealerPlatorms.org

Caplin Systems launches FX mobile trading app

[Read more](#)

October 3, 2014

From SingleDealerPlatorms.org

Incentives for Central Clearing

Paper by BIS

The Bank of International Settlements (BIS) has published a paper on incentives for central clearing.

Caplin wins best trading technology

The single-dealer platform provider beats off stiff competition to take the 2014 crown for best trading technology vendor.

[Read more](#)

September 30, 14

From White-papers

Single-Dealer Platforms in a Cleared World

Far from signaling the end of single-dealer platforms, the impending raft of new regulation in the US and Europe ..

[Read more](#)

(BIS) has released an interesting research paper which looks at the incentives for various market participants to centrally clear bilateral OTC derivative trades.

[Read more](#)

November 23, 14

From Labs



Super Selector

A lightweight JavaScript GUI tool to generate 'smart' CSS selectors by Ctrl+Clicking anywhere on a web page.



[Read more](#)

October 9, 14

From White-papers

Which Web? How to Choose an RIA Technology

[Read more](#)

September 2, 14

From Caplin News



Caplin Systems launches FX mobile

[Read more](#)

White Papers

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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore.



[Trading on the move](#)



[Why Bladerunner?](#)



[HTML 5 in 2013: Where next?](#)



[Single-Dealer Platforms](#)

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Contact us

Please get in touch and our team will get back to you.
Your details will not be pass on to any third parties.

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	<input type="button" value="Send"/>

Developer support

We provide 24 hour around the clock support. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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<https://jqim.github.io/kingston/fmp/final/index.html>

Final artefact