



**“The speed to market has made a huge difference.”:  
How Genesis helped Redburn innovate and grow**

## REDBURN

Redburn is a traditional equity broker trading on behalf of Tier 1 asset managers. The Genesis Platform has allowed the firm to double the output of its development team, enabling them to build tools and applications faster than ever before.

### **The challenge: a little app here, a custom database there**

Before using Genesis, Redburn had mostly used off-the-shelf solutions from the big providers. When these solutions didn't quite do what Redburn needed, its in-house development team would build custom tools and applications to serve a specific need. Over the years, this created a complex set of interdependent tech, all built slightly differently.

“We ended up with a little web app here, or a custom database there, and lots of ever so slightly different tools all over the place,” says Will Winzor-Saile, Partner at Redburn. “They'd been implemented slightly differently, and they were all accessed differently – then not touched for five years.”

““With Genesis, the speed to market has made a huge difference. We can grow our business and deliver innovative applications to our traders, with low cost, low effort, and in much less time.”

- Will Winzor-Saile, Partner, Execution Analytics and Architecture at Redburn

No one knew quite sure how everything fitted together, or what would break if you started tinkering. It was a difficult and lengthy process to design and deliver even a simple tool – let alone fully-fledged application. It just wasn't an efficient or effective set up.

## Cut 50% of the workload, straight out of the box

As soon as Redburn started using the Genesis Platform, they found that all of the non-functional work was basically done. “I’m not a developer,” says Winzor-Saile, “but I was able to knock out a rough application within a few hours.” He then worked with the development team to fine-tune it and deploy it: cutting the time to market from a few months to a couple of days at most.



Genesis has made a dramatic difference to the team’s workload, says Winzor-Saile. “Before, the development team would spend 50% of every build working out how we’re going to interpret the data, how we’re going to normalise it, how to build it with the right permissions – all the stuff that isn’t actually about the functionality you want.” With Genesis, that’s all taken care of. “We just drop a couple of microprocessors on top of the existing platform, and it’s ready to go.”

## Easy to build and extend functionality

It is much easier for Redburn to build a whole sequence of functionality too. For example, the team started by building a generic alerting platform for traders – giving them the tools to handle a much larger selection of orders. Then they built an analytics and monitoring tool on top, to give traders the information and analysis they need to track order activity in the stock.

## Speed to market is the biggest benefit

Above all, the biggest benefit for Redburn has been the speed to market for designing and deploying new products. “We can grow our business and deliver innovative applications to our traders, with low cost, low effort, and in much less time,” says Winzor-Saile. “Our ability to deliver products matters the most – and with Genesis we can turn things around quickly, at high quality. I don’t know what challenges we’re going to face, but I know that Genesis will help us to meet them.”

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