



A striking circular desk design is the focus of activity for 16 international currency brokers at Transforex's New York headquarters.

The Customer Challenge

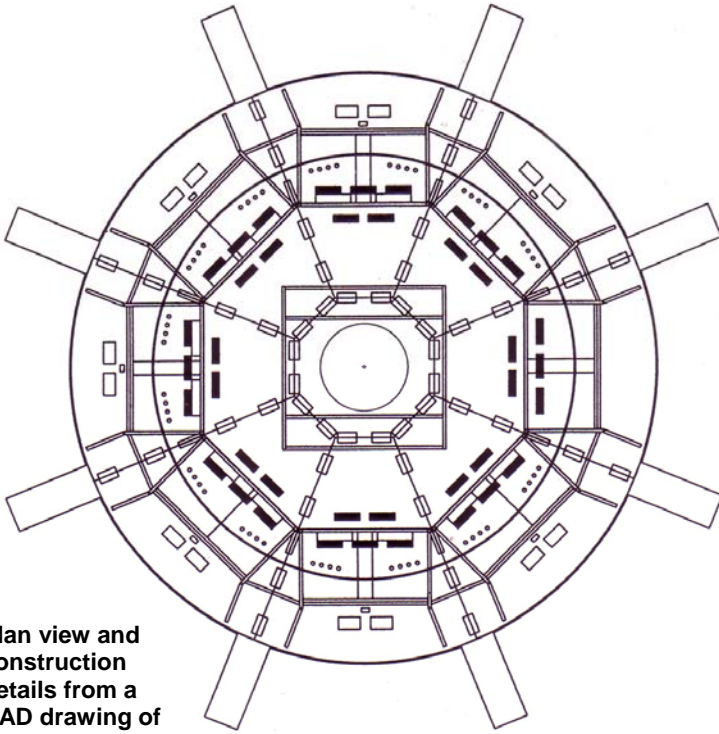
Transforex Capital Partners, L.P., provides foreign exchange brokerage services in the interbank currency market. With a focus on the Deutschemark/Yen and European Monetary System currencies, their customers include primary banks and financial institutions around the world. In order to take advantage of increased demand and new opportunities in the currency markets, Transforex decided to acquire additional space and create a new 16-position trading desk.

The new desk would have to integrate Transforex's specific working procedures – intense activity and split second decision making – with state-of-the-art technology

and a highly functional configuration. The desk also had to maintain clear lines-of-sight among 16 brokers while providing a simple means of signaling critical order information. Monitors providing currency rates, news and charting would have to be accommodated, but without blocking line-of-sight or cluttering limited desk-top space. And, much like the cockpit of advanced sports car, the aesthetics of each desk would be a result of its operational functions, rather than costly details or materials.

The Synthesis Solution

The desk design evolved from discussions with Transforex personnel and managing directors Jonathan Kenton and Jeff Tuttle, including an analysis of working procedures,



Plan view and construction details from a CAD drawing of the Transforex desk.

space and equipment requirements. Brokers work in pairs and desk size would be determined by the technology each broker required – primarily a 30” wide array of Etrali turret modules. Ira Saltz, who developed the Transforex design, explained, “The Synthesis design and manufacturing process allowed us to start with a blank page. There were no pre-existing designs or dimensions that we had to force the Transforex requirements to fit.”

A circular configuration quickly emerged as the most efficient layout. However, in order to facilitate broker interaction, it was critical to keep the distance between brokers to a minimum. With a series of

CAD-generated schematics, the Synthesis team determined that a 1-foot, 9-inch diameter circle would accommodate the 16 brokers and allow easy visual contact among them; shared monitors would be positioned above the brokers’ line-of-sight, suspended from a space frame that reflected the circular desk below.

For signaling buy/sell and order size, each position contains a row of colored lights set into the circular lid that caps the turrets and encloses the core of the desk cluster. Activated by a desktop switch panel, the lights are instantly visible to all brokers. Radiating out from the circle are a series of desk-height shelf modules that define each pair of broker positions and provide personal storage for binders and research materials.

Among the quality controls that insure customer satisfaction with Synthesis trading desks are “single manager” responsibility. After final approval of the design by Transforex, Mike Geyer, Synthesis Production Manager, oversaw all phases of production – CAD engineering drawings, manufacturing on computer numerically-controlled equipment, factory pre-assembly and, finally, on-site supervision of the installation.

Transforex Managing Director Jonathan Kenton praised the “polished professionalism of the Synthesis process,” and, with the new desk up and running, commended the “great functionality and user friendly design.”

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