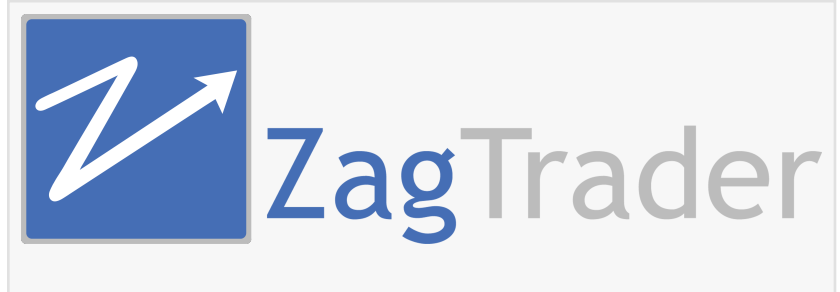


# Banks and Brokerages Accelerate Shift Toward Unified Trading Systems Amid Vendor Fatigue, Says ZAG Technologies

*A Unified, End-to-End Trading and Investment Ecosystem Designed for Multi-Asset, Multi-Market, and Multi-Currency Operations*



DUBAI, UNITED ARAB EMIRATES, April 28, 2025 /EINPresswire.com/ -- Facing mounting challenges from vendor

fragmentation, regulatory complexity, and rising operational costs, banks and brokerage firms are increasingly moving toward unified trading and investment systems. According to ZAG Technologies, provider of the ZagTrader platform, financial institutions are seeking comprehensive solutions that enable seamless multi-asset, multi-market, and multi-currency operations without the burden of managing multiple disconnected vendors.

“

Unified infrastructure is no longer a luxury. Financial institutions need seamless, multi-asset solutions to scale efficiently, serve evolving client demands, and manage risk across global markets.”

*Shihab Khalil, CEO of ZAG Technologies*

Traditionally, many firms have relied on different technology providers for each asset class, such as separate systems for equities, fixed income, derivatives, FX, and digital assets, resulting in higher expenses, operational inefficiencies, and inconsistent client experiences. ZagTrader offers an alternative approach with a fully integrated, counterparty-agnostic platform.

The ZagTrader platform supports:

- Multi-Asset Class Trading: Equities, bonds, commodities, FX, derivatives, and digital assets
- Multi-Market and Multi-Currency Connectivity: Seamless integration with global exchanges and liquidity providers
- Straight-Through Processing (STP): Automated workflows from trade origination to final settlement

- Counterparty Agnostic Architecture: Flexible connection to exchanges, brokers, custodians, and liquidity networks
- Advanced Web and Mobile Trading Applications: Institutional-grade digital interfaces
- AI-Powered Analytics and Smart Order Routing: Enhanced trade execution and portfolio management
- Embedded Compliance and Risk Management: Real-time AML, KYC, surveillance, and margin monitoring

By operating across a single infrastructure, banks and brokerages can reduce operational costs, simplify regulatory reporting, and deliver faster, more consistent services to clients across asset classes and regions.

The move toward unified platforms is part of a broader trend across the financial services industry as institutions seek to modernize infrastructure, manage risk more effectively, and capture new growth opportunities in a competitive global market.

For more information, visit [www.zagtrader.com](http://www.zagtrader.com) or contact [sales@zagtrader.com](mailto:sales@zagtrader.com).

Ghassan Al Masri

ZagTrader

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/807122391>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.