

# Saxo Banque Wins Banking Innovation Award 2009



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Saxo Banque, the French division of the online trading and investment specialist Saxo Bank, has been awarded the "Prix de l'Innovation 2009" (Banking Innovation Award), by the Investment Forum for its TradeMaker service. The innovative and free-of-charge service enables the bank's customers to translate an idea into an order, to be kept informed of opportunities, and to compare results from trading ideas proposed by analysts.

The Award ceremony took place on 10th October at the Palais des Congrès, in Paris. Each year, a panel composed of financial journalists and editors from publications including La Tribune, Le Revenu and Investir are convened by the Forum's organizers to present the innovation award. In the category of 'Informed Investors', the panel awarded the 2009 prize to Saxo Bank's new TradeMaker facility.

TradeMaker was developed in response to two of the obstacles facing both [futures](#) traders and more general investors. Firstly, TradeMaker addresses the feelings of confusion that often arise from an overwhelming abundance of information. Secondly, TradeMaker facilitates the application of this information, allowing the investor to employ the resultant data in their trading.

TradeMaker publishes the results of proposed trading ideas. Customers can subsequently choose the issuer with the best performance for a given product. TradeMaker then uses text and graphics to explain trading ideas before pre-completing order forms which include such considerations as Stops and Limits. Relevant trade data, which is not always easy to assimilate, is translated into an order by the issuer. The customer need simply choose the value of his or her investment before validating the order with a click of the mouse. Advice, Trading Assistance and Transparency are the three major advantages of the TradeMaker tool.

Pierre-Antoine Dusoulier, CEO of Saxo Banque, declared: "It is a real honour for Saxo Banque to win an award such as this. It is reward in particular for our engineers who work hard all year on the development of new services to grow the platform and deliver increasingly innovative solutions to our customers. Saxo Banque is an independent bank, we create our own products by way of a dedicated technology research unit."

About Saxo Bank  
Founded in 1992 by Kim Fournais and Lars Seier Christensen, Saxo Bank is a specialist in online trading and investment, enabling customers to manage their financial asset portfolios via SaxoTrader, SaxoWebTrader and SaxoMobileTrader. Saxo Bank offers its clients a number of financial products, including [Forex trading](#), [CFD Trading](#), Stocks, [Futures trading](#), Options and other derivatives, as well as providing portfolio management. SaxoTrader is available directly through Saxo Bank or through one of the Bank's global partners.

A European bank since 2001, Saxo Bank is the second bank of Denmark and one of the world leaders in the Forex market. Saxo Bank boasts over 120 white label partners and thousands of IBs (Introducing Brokers). Saxo Bank serves thousands of customers in over 180 countries. In 2008, Saxo Bank reported net banking income of €338 million (€45.5 net income) and executes daily transactions worth on average \$20 billion.

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