GENBAND announced that Orange Business Services - Trading Solutions, has selected the S3™ Intelligent Session Border Controller (SBC) to enable SIP PBX Trunking and SIP services for Orange Trading Solutions' Open Trade smart turret.   Developed by Trading Solutions as a next generation personal trading assistant and platform for over 2,000 enterprise customers, Open Trade utilizes the GENBAND A2™ platform's Application Programming Interfaces (APIs) embedded on its financial extranet as a private cloud-based application server.

"GENBAND uniquely delivers a comprehensive solution encompassing not only the SBC and A2, but also seamless interoperability across both, along with implementation of third party apps through the GENFuzion Developer Community," said Lionel Grosclaude, CEO, Trading Solutions. "The S3 allows us to unlock additional application possibilities for a range of environments whether it be hosted VoIP, facilitating a Centrex model or direct SIP connectivity for the long-term. No other vendor was able to combine these assets and services while managing strategic app development."

Through the GENFuzion Developer Community, GENBAND empowered Cliniconex to create and present to Orange an innovative Stock Trader Alert application, which automatically connects brokers and traders when web-configurable thresholds have been reached, allowing professionals to communicate faster than before to buy or sell stocks.

"Working closely with Orange Business Services is the ideal GENBAND opportunity, embodying the best of both the service provider and enterprise markets," said Pablo Gargiulo, President of Global Sales, GENBAND. "We are pleased to be able to provide a fully interoperable SBC and Application Server platform that delivers enormous flexibility to Orange and its diverse customer base, requiring unique and customized services and applications. We look forward to continuing our strategic collaboration with Orange Business Services – Trading Solutions as they maximize the potential of their powerful and groundbreaking Open Trading solution."