

# “genesis really understand our business.”

WallachBeth stays competitive with genesis tools

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WallachBeth, a US-based institutional broker, uses the Genesis technology to move fast, adapt, and remain competitive in its space. The firm’s clients range from banks and brokerage dealers to various types of institutional clients. From building and deploying a market-leading analytics tool, to dramatically reducing the speed to market for all its technology solutions, Genesis has helped Wallachbeth serve its clients better than ever before.

### Understand the business

A key benefit for WallachBeth has been the flexibility of the solutions, and the unique understanding that Genesis brings. “Genesis really understand our business,” says David Beth, President and COO of WallachBeth.

“Their team worked with me and my traders to provide us with various solutions that make our workflows more efficient, and provide more information for our clients.”

- David Beth, President and COO of WallachBeth.

### Solve the problem quickly

WallachBeth does not have an in-house team of developers, but using Genesis gives the firm the ability to turn around products very quickly. Working closely with WallachBeth, Genesis built and delivered a real-time analytics tool with unique functionality. “I don’t think there was any other vendor out there that had it,” says Beth. “Genesis was able to work with my vendors to develop a portal that allowed us to do the analytics, on a real-time basis, and share those with our clients as an order progresses throughout the day.”

The Genesis Platform provides a reliable way to solve problems rapidly and efficiently. “I’m a big fan of the whole idea of low-code,” says Beth, who appreciates the speed, resilience, and simplicity of using the Genesis platform to build and deploy solutions. “And the biggest thing is knowing that I can pick up the phone, I can present Genesis a problem, we sit down, they’ll understand and they’ll come back to me with a plan.”



## Deliver the solution in record time

The speed to market that Genesis offers has helped WallachBeth stay competitive in a crowded landscape. “I was able to scope out what I needed on a Monday or Tuesday, and by the following Monday, if not Friday afternoon, I had a beta-tested GUI on my desk. Genesis’ ability to pivot and add a tool onto the product was very quick.”

## Stay ahead of the curve

Genesis tools now help WallachBeth serve more clients than before. “We couldn’t possibly trade for all these institutions without the analytics, without the quote captures, and certainly without providing the execution reports,” says Beth. “Genesis tools are ahead of the curve, allowing us to maintain our relationships with our clients and continue to grow our business.”

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Find out more at [genesis.global](https://genesis.global)