

FO W E E K

FUTURES & OPTIONS WEEK

THE ESSENTIAL NEWS SERVICE FOR THE GLOBAL DERIVATIVES INDUSTRY

VOL 10, NUMBER 45

14 NOVEMBER 2005

GHCO shifts focus to consulting

Jim Kharouf

Goldenberg, Hehmeyer (GHCO) announced the launch of its professional services group last week, a move that shifted the FCM into the derivatives trading consulting and services business.

Professional services will operate as a consulting group within GHCO and offer a range of management services, operational support and administrative help. GHCO said it intended to target a range of institutions including proprietary trading groups, professional traders, non-clearing and clearing FCMs,

hedge funds, introducing brokers and commodity trading advisors.

Chris Hehmeyer, GHCO co-chairman, said its customers have shown a demand for wider services than traditional clearing and execution. Given the firm's existing infrastructure, Hehmeyer said, GHCO can leverage its technology, staff and expertise for customers in a variety of areas.

"We can bring a lot of solutions to a lot of different participants in the industry without just being transaction based," Hehmeyer told *FO Week*. "Because the futures and options world over the past ten years has [become] so complex

and global, we wanted to offer knowledge solutions to people."

Professional services will answer a perceived need for IT and infrastructure assistance by offering network design, technology hosting and monitoring, infrastructure planning and human resource department functions.

According to GHCO, much of the interest for the new venture has come from firms that are small operations in terms of staff, but Hehmeyer added that GHCO was looking for partners that could help with larger customers.

For the firm, which will allocate about ten current

executives and staff to the new group, it was a matter of changing its own focus.

"There are definitely ISVs that can do hosting, people that will help set up an office for you and people who do general administrative or regulatory services," Hehmeyer said. "Because we can do all of it as a team, we can bring all of the various facilities, services and knowledge base of this industry to the client. So we're trying to bring a breadth of knowledge and a toolbox that allows us to do things for professional clients that need a lot of attention in a lot of different areas."

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