



BANK · B2B2C · DIGITAL ASSETS

Banking and trading, combined: a single platform for digital asset operations.

Baader Bank is one of the leading European partners for investment and banking services. Trading and banking are combined using a single powerful platform that offers a unique setup and optimal access to the capital market using a secure, automated and scalable approach.



Business challenge

Baader Bank was not able to offer digital asset solutions to its institutional clients covering:

- Neo-banks, who want to offer crypto trading services to their retail clients
- Asset managers, who manage fund portfolios, ETFs or ETPs

Baader Bank's existing technology infrastructure and core banking system (CBS) were not able to manage and support digital asset instruments and the 24/7 trading nature of digital assets.

Solution

Baader Bank implemented Wyden's unified operating layer to manage the complete crypto trading lifecycle of the bank's principal trading brokerage operation, built into the Wyden platform which provides:

- Connectivity to preferred trading venues for best execution
- Price mark-up functionality for different client tiers and groups
- Integration with Baader Bank's custody solution

Baader Bank's wholesale clients, as well as their institutional clients, connect via API to Baader Bank's dedicated Wyden SaaS platform.

Wyden acts as the unified trade and operating layer for all digital assets within the bank. During traditional trading hours, Wyden synchronizes with Baader Bank's CBS for buying power checks, but overnight and at weekends, Wyden performs all core banking system tasks and then reconciles with Baader Bank's CBS.

Benefits realized

By deploying Wyden, Baader Bank is now able to:

- Fully service all Baader Bank partners' retail end-clients (>1.5m B2B2C)
- Win and add new partners and retail clients at scale
- Automate all 24/7 digital asset trading operations
- Reduce operational risk across liquidity management, trading, settlement and reconciliation



TALK TO AN EXPERT

Every financial institution has unique requirements – and so does the right solution.

Our team of experts is committed to taking the time to understand your institution's specific situation, challenges, and objectives before proposing the right approach. From an initial consultation through to a fully tailored platform demonstration, we ensure that every conversation adds value and moves you closer to a solution that genuinely fits your needs. Institutional digital asset trading is a complex and rapidly evolving field – you don't have to navigate it alone.

- 01 Initial consultation**
We take the time to understand your institution's goals, challenges, and digital asset strategy.
- 02 Tailored solution discovery**
Our experts map your requirements to the right infrastructure approach and demonstrate the platform in your specific context.
- 03 Confident path to execution**
Together, we define the next steps toward a scalable, compliant, and future-ready digital asset offering with Wyden.

Reach out today and let's start the conversation.

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