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wall street letter

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[Advertising Opportunities](#)**Emergent To Launch Options EMS**- 11/17/2009  [To comment on this article click here \(0\)](#)Read more on (click to search): [\[Emergent Trading Solutions\]](#) [\[International Securities Exchange\]](#)--[Meredith Lepore](#)

Emergent Trading Solutions, an electronic options execution management provider, is rolling out a trading platform for options and equities in January. The platform, which is in beta testing, updates the limit price on buyside orders to keep in compliance with the original strategy despite market condition changes, and routes the orders to a broker-dealer desk or directly to the option exchanges. A range of order types recalibrate the components of a trade as market prices change. "The platform allows them to model trades, send them off to desks or exchanges and forget about the trades until they are executed. It streamlines the trading process," said [JT Gilbert](#), v.p. of sales.

Emergent has linked with the **International Securities Exchange** through collocation provider **Savvis** Emergent has a patent-pending on this technology. The firm plans on adding more services to help with derivatives trading and growing its staff, which currently has five people. **Steve Lynner** is the founder and ceo of Emergent. The firm was established in 2008.

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