

Case Study – E Com Trading



Business Driver

Our client had a requirement to enhance their product offering out to their retail customer base, in order to more effectively compete for market share and grow revenues within the retail trading market. The end solutions should attract and retain high net worth individuals and increase trading opportunities by locating all tools close to direct trading links.

DBFS Bespoke Design and Build

DBFS undertook a detailed analysis phase to understand the project scope, and detailed requirements around charting, trading requirements, news, historical data access and providing quotable rates. As a technology consulting with over 10 years experience within the Trading arena, we were able to understand these requirements and at times provide guidance on market best practices.

DBFS were then able to leverage our tool-kit and existing product to deliver a Silverlight solution that provided a low-touch trading and settlement channel and a 'sticky' highly visible feature-rich solution for the end users.

The end solution:

- Provided a single logon solution for end clients
- Delivered an API to connect propriety data feeds
- Covered a variety of instruments with particular speciality around FX
- Allowed click to order and trade direct from the charts
- Included news and market commentary updating on the charts in real-time
- Included an interactive real-time quote board
- Allowed end-users to save desktops between sessions
- Reduced transaction costs as orders were routed directly and seamlessly into the internal ordering system
- Allowed 'in-house' analysis and news to be incorporated onto the screens

Experienced

**Guaranteed
delivery**

**Partnership
focused**

**Proven
methodology**

**Domain
experts**

**Delivery
tool-kit**