

Edelweiss Drives 2X Business With Highest Rated Mobile App



Case Study >

About Edelweiss Stock Broking Ltd.

▲
Subsidiary of
Edelweiss Group

▲
Serves more than
6,30,000 customers.

▲
Strong presence in 245 cities
with a huge network of 1134
branch offices and sub brokers.

▲
One of the top 10
retail brokers in India.

Challenges



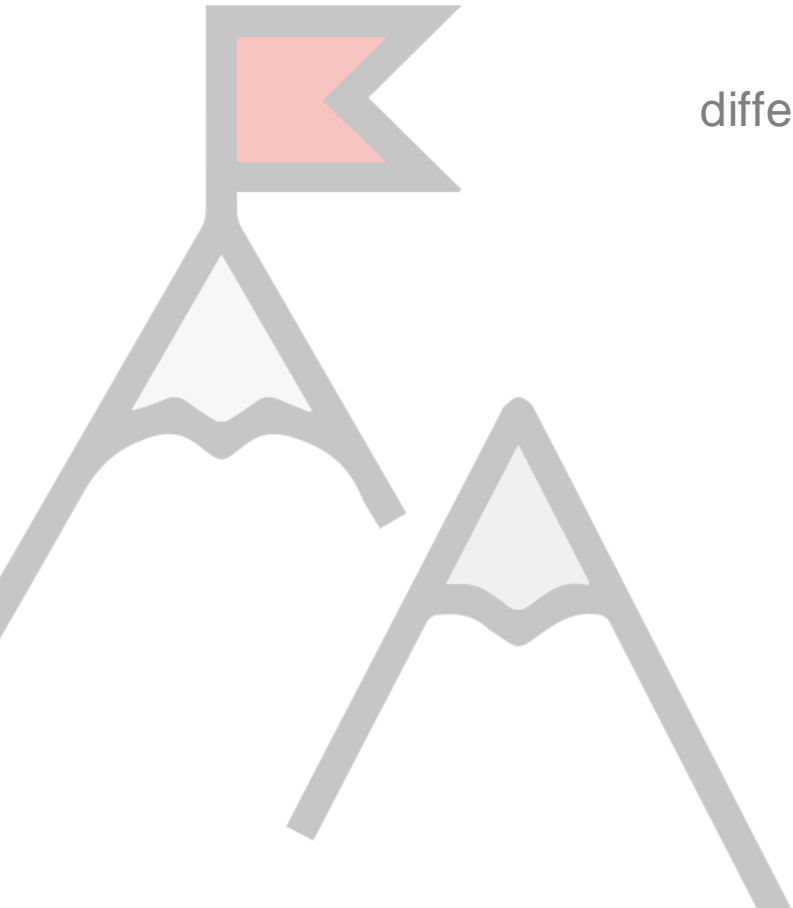
To stay ahead of competition and differentiate in the market.



To provide customers with a smart, secure and simple app.



To update their existing mobile trading platform with better features.



Solutions



Mobile App



Middleware

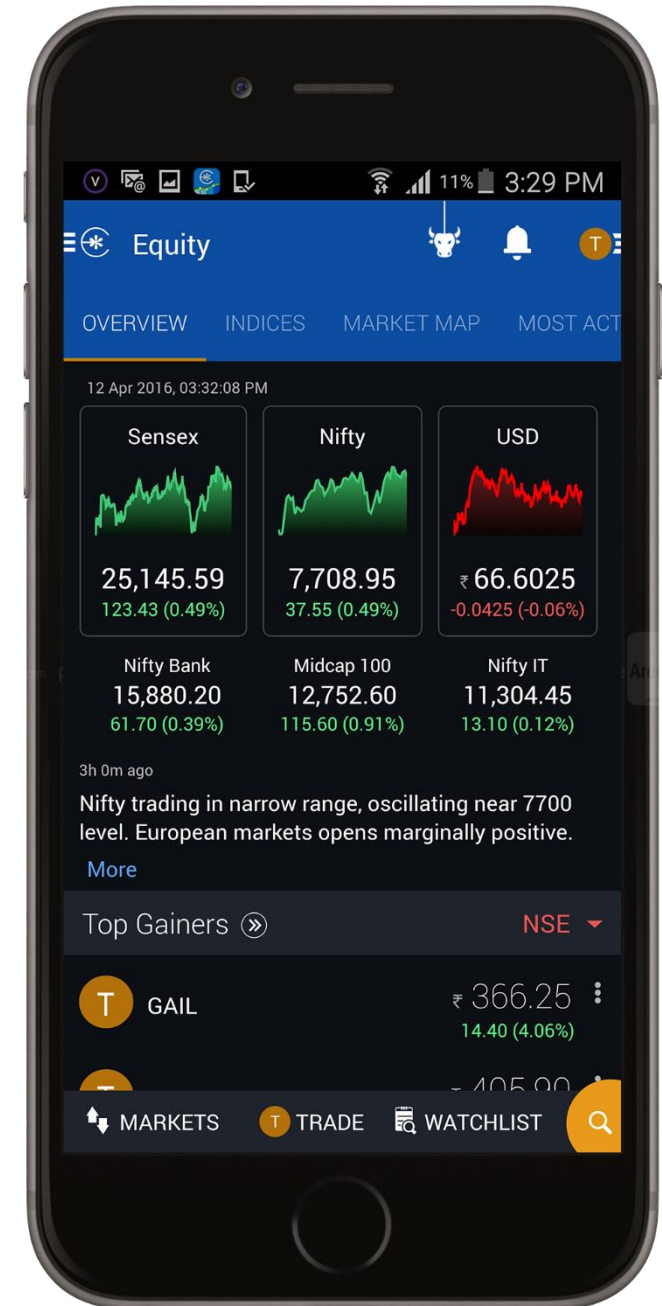


Mobile App

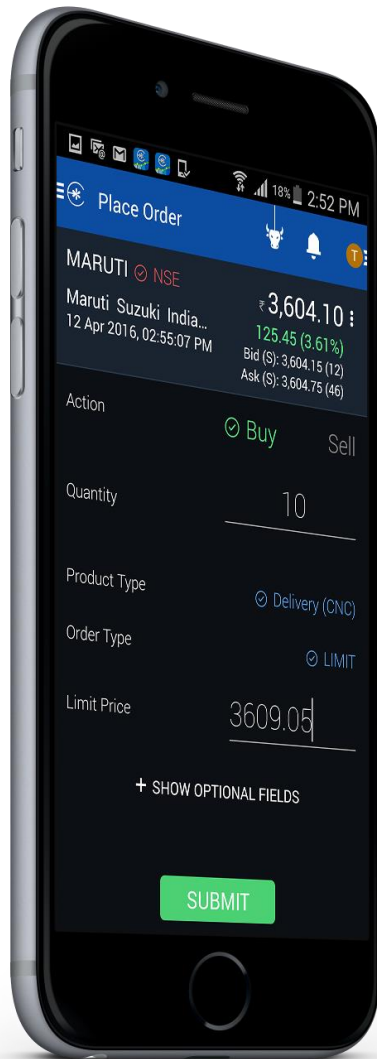
Native mobile application that runs on Android, iPhone and Windows Phone platforms.

Markets

One place for all key market information.
Get indices, top gainers, top losers and
top news in single page.



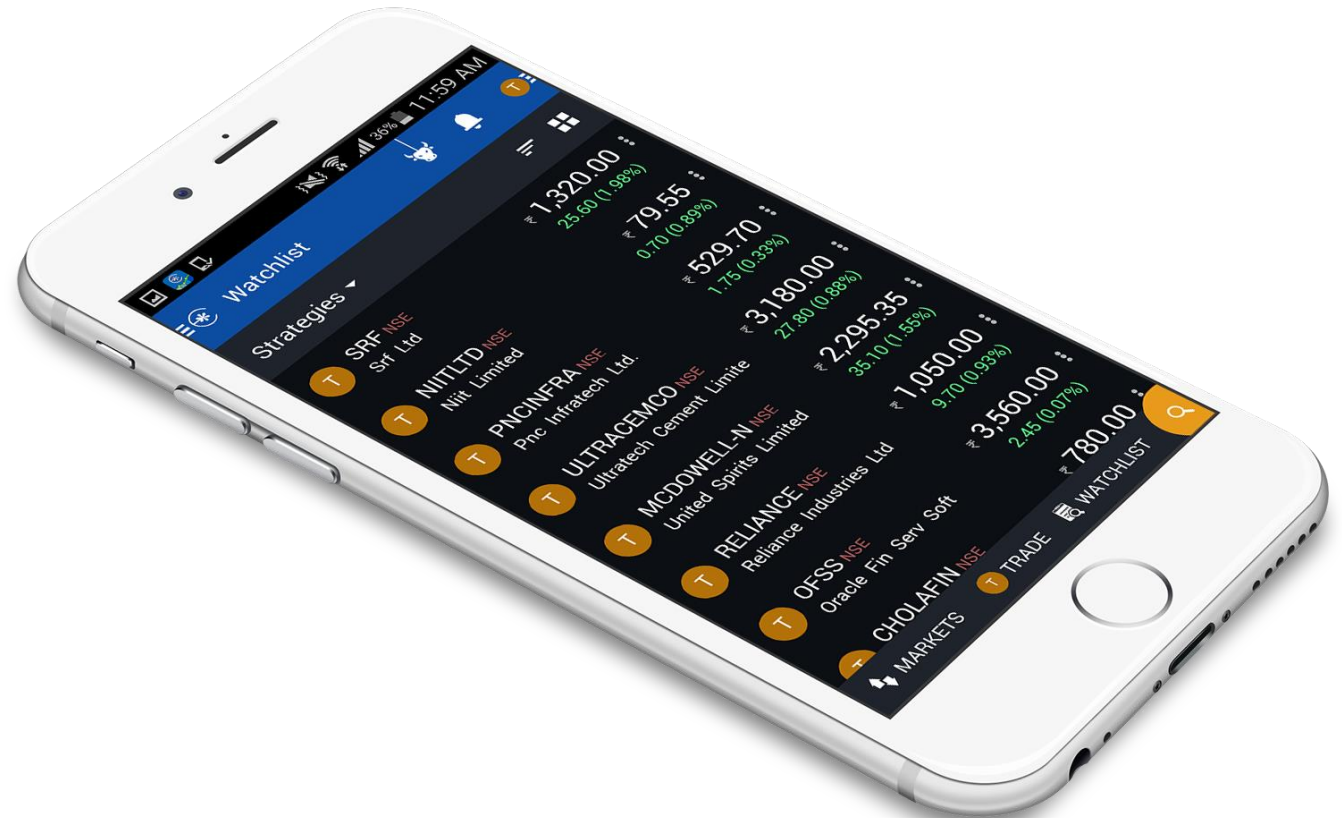
Trading Simplified



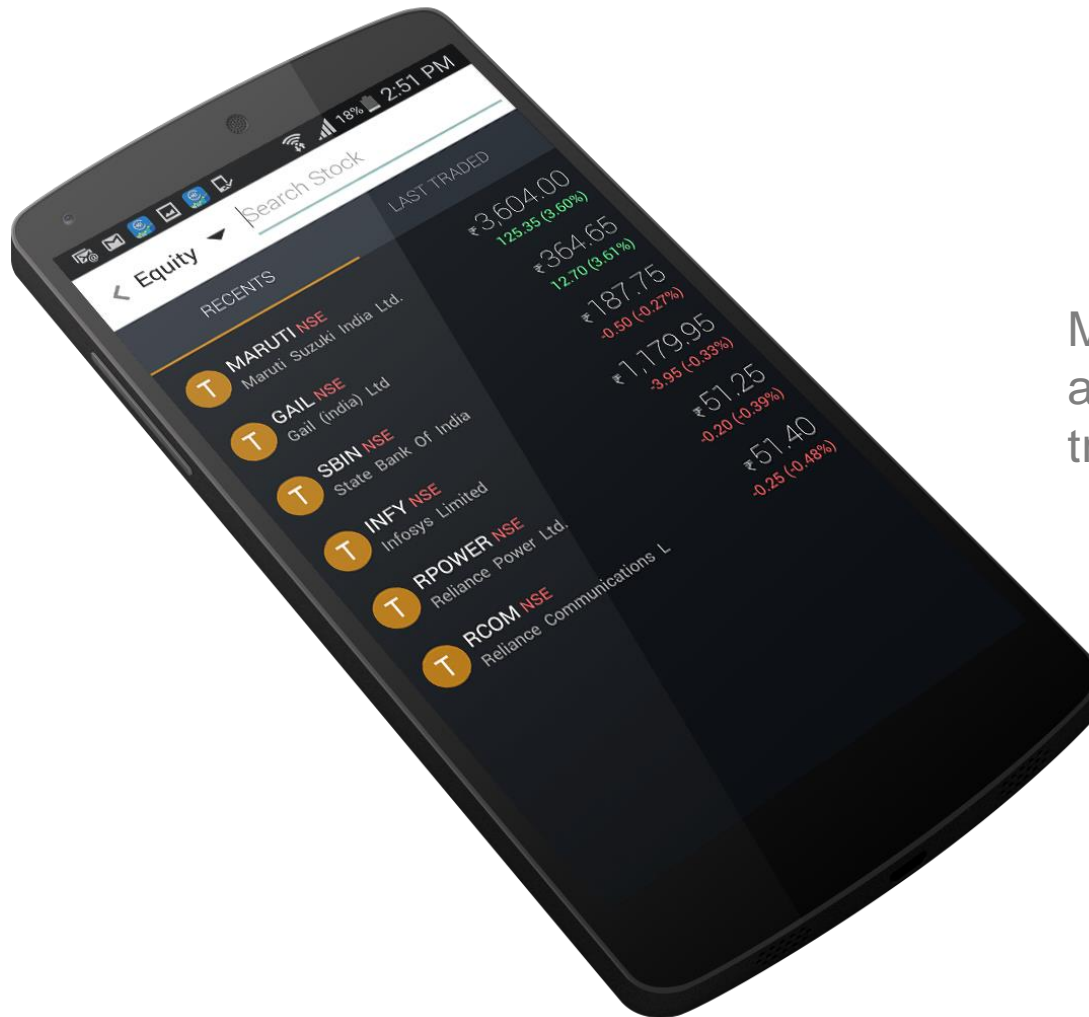
Trade stock from anywhere in the app just by clicking the “T” button. Simplified trade that helps placing orders in just 3 steps

Live Streaming

Catch-up with the market in real-time with streaming indices, real time charts and Quotes.



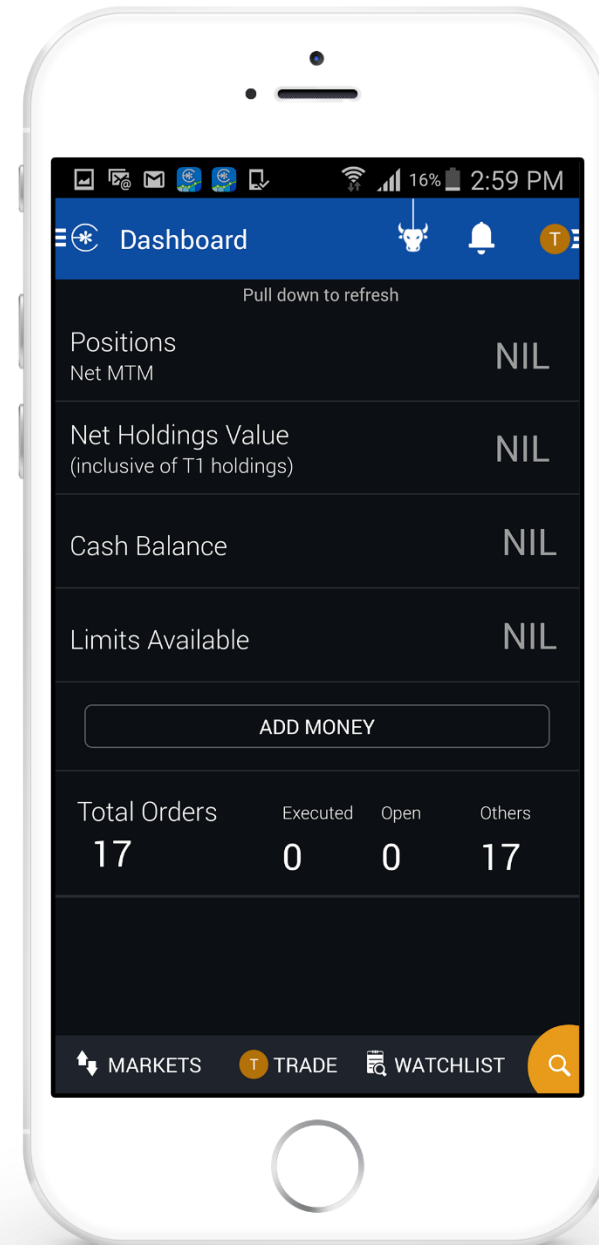
Universal Search



Make quick symbol Search throughout the application by clicking the search icon and trade instantly from the search results.

Dashboard

View summaries of all account related and trade related information in a single dashboard view.

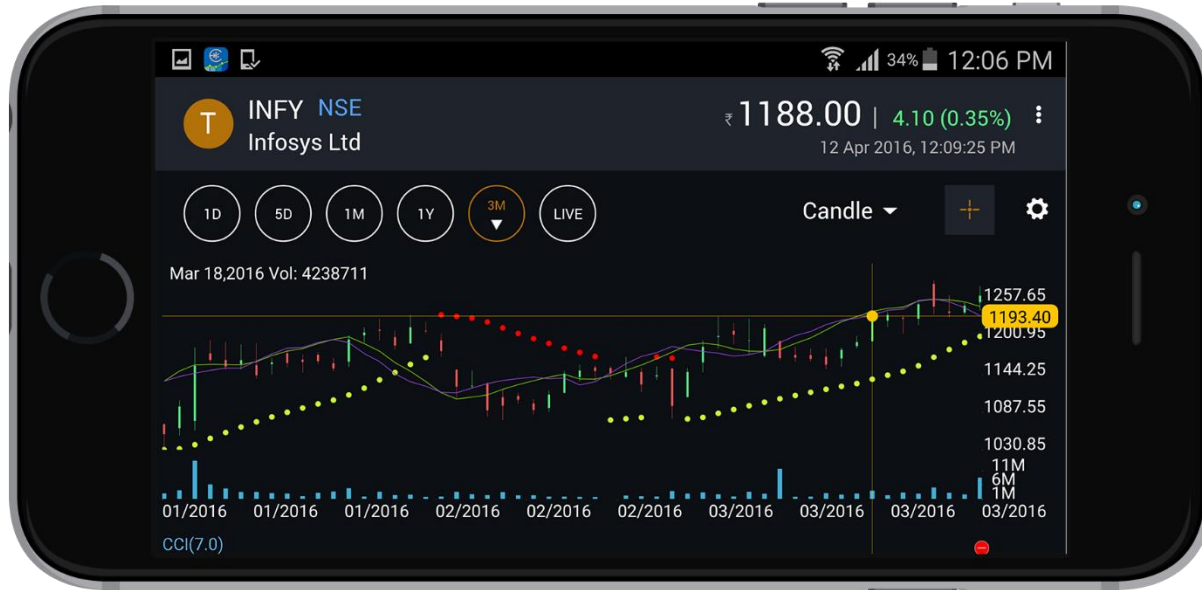


Pull The Bull

Gamification makes it interesting for the users. Pull the bull icon to get the Key market indices anytime in the application.



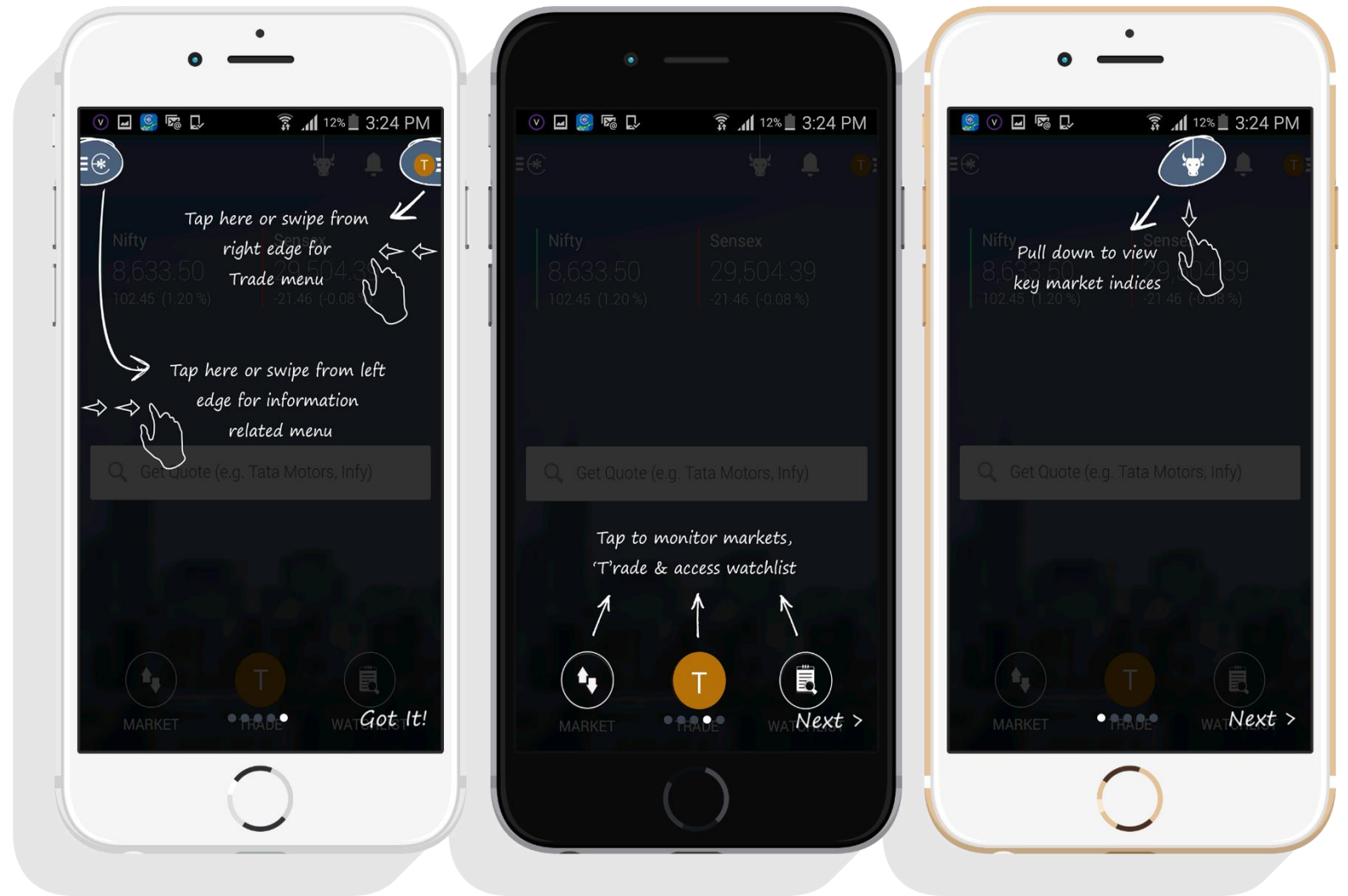
Real-Time Charting



Live Intra-Day chart and Historic chart with 25 overlays and indicators.

Tutorial

In App screen tutorials for better user understanding on the application.

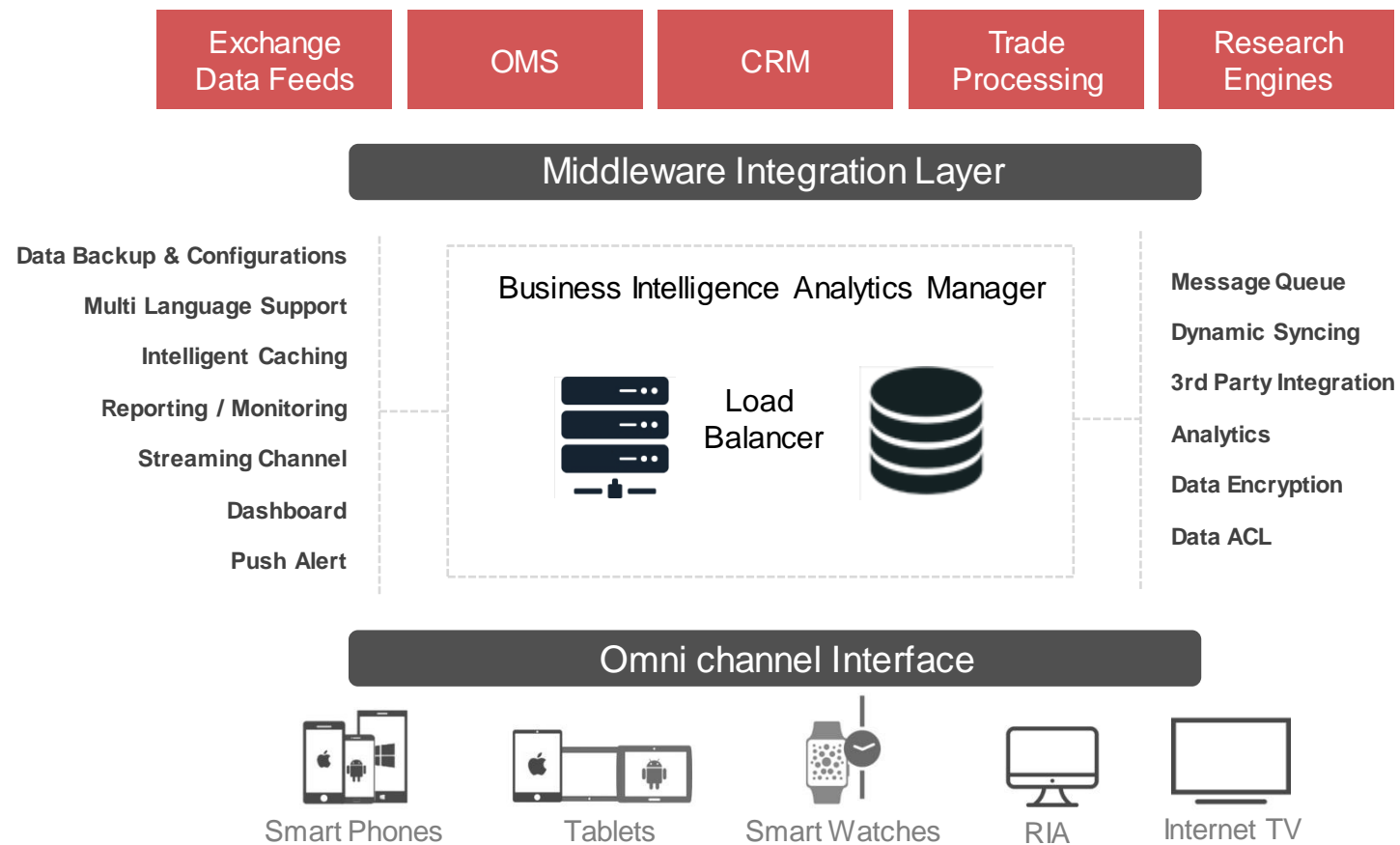




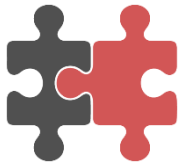
Middleware

An Omni-Channel platform interface that connects multiple broking system to multiple access channels.

Architecture



Capabilities



Integration

Seamlessly connects to OMS such as Omnesys. Also efficiently integrate with 3rd party APIs such as Heckyl and FinoUX for news and data.



Security

Uses multiple approaches such as session management, data encryption and device activation to provide additional layer of security.



Notification

Facilitates Push Notification Management. Notifications can be triggered either globally or specific to a set of customers based on given criteria.

Benefits

1

100% year on year
growth in trading volumes
via EMT.

2

Most top-rated mobile trading
app with **4.2/5** ratings in
Google Play Store.

3

More than **47,000**
downloads.

Reach Us

Follow us on

 [.com/marketsimplified](https://www.facebook.com/marketsimplified)

 [.com/marketgomobile](https://twitter.com/marketgomobile)

 [-groups/mobile trading](https://www.linkedin.com/groups/mobile-trading)

 [.com/marketsimplified](https://plus.google.com/+marketsimplified)

Write to us at
info@marketsimplified.com

USA: Registered Office

Market Simplified Inc.
802 Woodfield Road, Suite 400
Schaumburg, IL 60173,
USA

India: Development Center

Market Simplified India Ltd.
13th Floor, Zenith Building,
Ascendas International Tech Park,
CSIR Road, Taramani,
Chennai 600 113
Ph: +91 - 44 - 30903090