

Feature Rich Stock Trading Application for Kotak Securities

The Challenge

Each mobile platform is different with regard to the user interface, user experience, human computer interaction standards, user expectations, and user interaction metaphors, programming languages, API/SDK, and supported tools. Various devices exist with different properties such as memory, CPU speed, and graphical resolutions. APIs for various platforms change frequently within each software development kit (SDK). Kotak Securities was looking for an integrated development partner who can support & deliver on totally different (marketplaces, languages, tools, design guidelines) with rich capital markets domain knowledge.

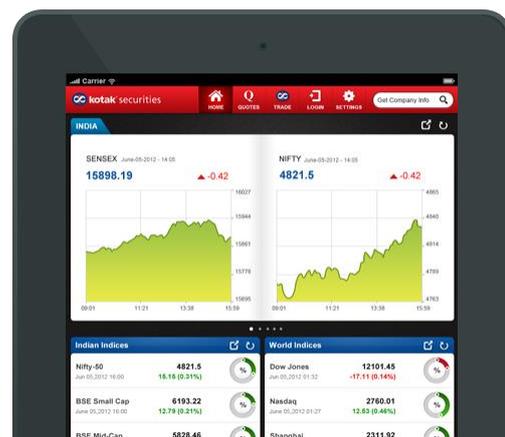


Solution Features

- Trade in stocks, derivatives & currency derivatives
- Place orders. modify or cancel pending orders
- Track live market movements by viewing the levels of Sensex & Nifty
- Get market and indices updates
- Trade in futures & options – Track equity and index derivatives
- Track your portfolio performance
- View intraday charts – Stay on top of the Nifty and Sensex updates
- Get customizable as well as predefined watch lists
- Get stock quotes – live feeds ensure the fastest quotes
- Get stock tips from market experts

Benefits

- Customer stickiness and traction improved
- Connect stocks & mobility in a highly secure, scalable and flexible platform
- Instil interest on launch and beyond to drive user engagement
- Reduce training and customer on-boarding time with intelligently guided interactions



About Market Simplified: Market Simplified is a thought leader in handcrafting custom solutions by continuously innovating and simplifying finance. We have maximized the revenues of industry leaders like OptionsXpress (Charles Schwab), Currenex (State Street), MB Trading, Maybank Kim Eng, Kotak Mahindra Bank and National Stock Exchange of India by providing enhanced and sustained user engagement through Experience Engineering.