market simplified®

Interactive Web Trading App
for Top Broker in Indonesia

RHB Securities

About RHB Securities

- One of the top 10 brokers in Indonesia Stock Exchange (IDX)
- Subsidiary of RHB Investment Bank
- Established in 1990
- Trades USD 490 Million worth stocks on an average annually

Challenges

- Legacy 3rd party trading backend systems that lacked performance and features.
- Desktop application is the only available online channel. The app is rigid in terms of feature expansion and requires additional cognitive efforts in installing and using the application.

Solution

The solution for the above challenges is given in 3 parts.

1) Responsive Web App
   - Built on rich HTML5 and JavaScript
   - Asynchronous Node.js based non-blocking framework
   - Price streaming using secure web sockets
   - Cluster Mode webserver for handling high load and traffic

2) Trading Platform
   - Market Data derivation from exchange feeds
   - High Performance
   - Robust and Scalable
   - Seamless 3rd party integration
   - Omni-Channel APIs

Responsive Web App

- **Dashboard** - Separate widget based dashboard for demo and trading user. It displays collective information and helps users make quick decisions and act on them just as fast.

- **Live Trade & Streaming -** Updates the traders with the price and actively trading stocks with a minimal latency as low as 1 second.

- **Alerts** - Set alerts based on stock prize and change values. The alert notifications are delivered via web app and e-mail.

- **Stock Screener** - Helps user in searching stock based on certain criteria.
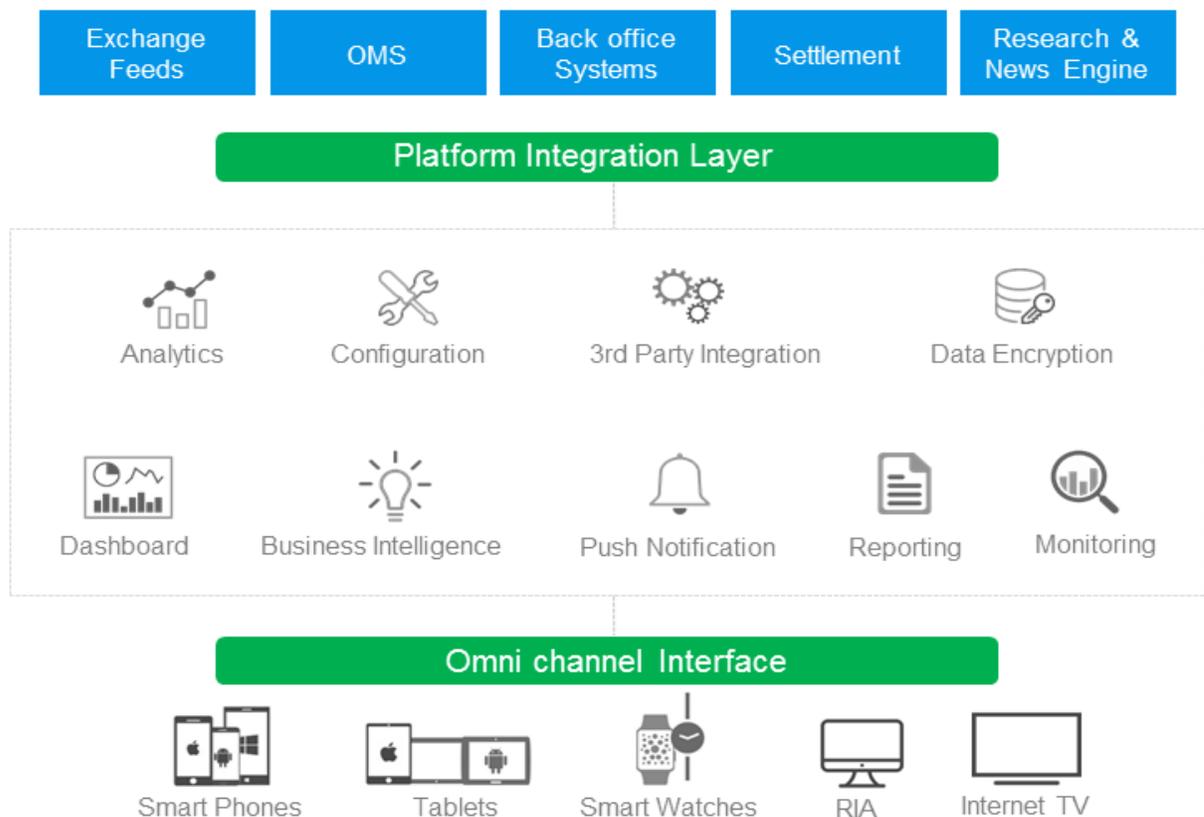
Trading Platform

Capabilities

- 1 Million Information processed daily
- USD 2 Billion worth transactions processed
- 25 Thousand peak concurrent connections

Functionalities

- Integrate Multiple Backend Systems
- Manage App Versioning and Updates
- Provide Additional Security
- Manage Notifications
- Manage Configurations

Architecture

Benefits

- USD 100 Million worth stocks traded
- 5000 + Unique users trading via this channel

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.

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www.marketsimplified.com
info@marketsimplified.com