

iBS Financials – Trading applications suite for Brokerage Companies



1. DESCRIPTION OF iBS FINANCIALS:

For more than 10 years, Sysgenic Group has developed a series of financial and capital markets applications for companies from Western Europe or the United States. Based on the experience gathered from this kind of application specific problems, in 2009 we decided to address the Romanian market with a series of modules designed for Romanian investment companies, in a unique form of presentation for this moment on the local market.

A technical and functional description of the solution is presented below, together with a list of references.

1. ARCHITECTURE DESCRIPTION:

a. **Trading platform** — interface with the Stock Exchanges: trading on individual or group accounts; the possibility to administrate some groups of clients based on different criteria, respecting the portfolio manager requirements;

b. **On-line trading platform** – offers the possibility of decision-making clients, from the brokerage company website, to facilitate order placement, real time account visualization, real-time market quotes, access to charts, analysis reports of the investment company. Launched orders arrive directly to the trader, who validates them and puts them on the market.

c. **Back office**

Purpose: information about the operations on clients' accounts and financial instruments held are recorded. It's linked with the trading and portfolio management, providing information for decision making.

Specific usage:

- specific reports/forms for the institutional reporting procedures;
- Compensation fund reports;
- Transaction reports;
- Portfolio evidence;



- Increases and capital subscriptions reports;
- Accounting exports (accounting notes towards the ERP modules);
- Daily and real time data imports from the Exchanges;
- Reports regarding clients situation;
- Client excerpts;
- Client files;
- Orders, execution confirmations;
- Report regarding the profit & loss over a defined period;
- Evidence over clients costs (commission types — link with the ERP modules).

d. Portfolio management

Allows client management on different categories, compared to a reference portfolio, identification of clients for whom an operation has to be made, depending on the reference portfolio change the category the client belongs to.

e. Technical analysis

Analysis of historical information for decision support: price variations are predictable, these trends continuing until an external factor changes them. Technical analysis helps the identification of behavior schemes and values of some patterns and indicators, based on which the future behavior of prices can be determined.

The module includes various charts, indicators, and is integrated with the trading platform, which brings real-time representation of information to the user.

2. ERP (for the general activity of a Brokerage Company)

Besides the basic functions of an ERP (accounting, payroll, contract management) it provides:

- Integration with the trading platform and individual evidence of clients cash operations, and their cash balance (for the Brokerage Company);
- budgeting and budget execution;



- treasury management — cash-flow forecast and tracking;
- administration of profit and loss centers
- export in CRM of some information regarding invoicing / cash-flow necessary to consultants.

3. CRM + Project Management

Besides the basic functions of a CRM (organizing contacts, prospects and clients, accessing information regarding them by different departments of the company, campaign management, marketing actions management) and one Project Management module (tracking, phasing, allocation of specific resources and well-defined time intervals for a project) – will provide unitary client administration, between the CRM and Project Management.

4. Business Intelligence

Managerial reports module, including “score-card”, which extracts information from all three applications (Trading Platform, ERP and CRM) and allows a continuous evaluation of the performance.

5. Trading on several capital markets

Over the past 10 years we have developed together with our partners several connectors to the stock exchanges from Western Europe, United States and Asia, that allow Brokerage Companies to trade on other stock markets, various symbols (derivates, equities, spot&forward market, indices, oil, metals, bonds, Forex, etc).



2. REFERENCES:

Banking / investment funds: ING Securities Netherlands, RABO Bank Securities, SNS Securities, Fisher Investment (USA), Opportunity Microcredit (Romania)

Brokerage Companies: IMC, Nyemburgh (Netherlands), Goldring, WBS (Romania)

Public data providers: Market XS, MarkIT

On-line trading portals: www.efresh.com

Integrated solution providers: Infopulse, Cognizant Benelux, Recognos US

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