ITTRENDEX

DESIGNUSABILITYTECHNOLOGY

Functional of Forex broker client's area

Business proposal

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Forex broker client's area is a secure website where the client of the company has an ability to open a trading account, credit an account, withdraw the funds from account, take part in affiliate programs, control the traders` accounts and invest funds in experienced executives.

client's area includes a number of modules: for traders, technical support, financial experts, marketing managers, regional representatives and partners.

- **Module of client's area** — a public part of the website for clients-traders where the registration of client`s profile, account opening, its crediting, internal transfer between accounts and withdrawal of funds to the payment systems are available. The personal account is multilingual; it supports such languages as Arabic, German, Greek, Spanish, French, Armenian, Indonesian, Italian, Japanese, Khmer, Malay, Polish, Portuguese, Russian, Thai, Turkish, Vietnamese and Chinese. The client's area is available with a standard template (like LiteForex Investments Limited and Tifia Investment Limited companies have).

  At the registration stage it is possible to ask for confirmation of the Email-address within a verification code or the client`s telephone number within SMS (or robot call).

  The client has an ability to verify his profile in order to receive the following additional benefits: to credit with the help of bank cards and bank transfer; to order branded cards through the Moneypolo financial system (to use this option, the broker should have a verified account in Moneypolo); to open executive`s PAMM accounts (upon availability of PAMM module); to order VPS service (to use this option, the broker should have a verified account in Fozzi); automatically withdraw funds from his trading account without any delays for check applied by the finance department; to open the verified accounts in OKPay payment system (to use this option, the broker should gave a verified account in OKPay).

  Read further for more details about the functional of Forex broker client's area...

  The module comes together with the modules of **Manager panel and Ideas panel!**

  When purchasing the client's area and the modules in the amount of 50 000 USD, you get the discounts on MetaTrader 4/5 plug-in up to 20% as well as the privileged status in all of our services (including Forex Analytics) purchasing the discounted competitive advantages in reference to other Forex Brokers .

The cost of client's area along with the Manager and Ideas panels: 35 000 USD + 1 500 for installation

- **Module of Manager panel** — the closed administrative part of client's area which is an inherent component for managers of the company. The module has an individual authorization for the access of technical support, staff of sales office, marketing department, partner department, administrators of client's area, finance department and management of Broker company.

  This section has all the tools which are necessary for appropriate work with the clients. These tools provide an opportunity to receive full information on client`s activities, his personal data, trading accounts, financial transactions, support calls and so on.

  Also this module has a lot of statistics scripts for receiving information on financial condition of the company, deposits and withdrawal of funds by the clients.

  The Manager panel also has the tools for marketing managers which give an opportunity to create new promo offer for client capture and deposit promotion.

  Read further for more details about the functional of **Manager panel...**

  The module comes together with the modules of **client's area** and **Ideas panel!**

- **Module of ideas —** the open part of client's area where the clients can leave their ideas and reviews. It is not necessary for the client to register in order to post the idea. After publication the idea is shown in the Manager panel to be considered by the client department. The managers can respond to the idea approving it for implementation or brushing aside. The communication with the client is displayed in the idea thread and is available for all the clients.

  The clients also can vote for the ideas of other users.

  The module of ideas make it possible to gather clients` ideas and wishes in order to understand what the traders need and what the Broker should do to provide the maximum quality service. When providing this opportunity of feed-back, the clients` loyalty to the Broker is increased.

  The module comes together with the modules of **client's area** and **Manager panel!**

- **PAAM module** — the functional for investment account Executives and Investors. The module is integrated into the Client personal account and Manager panel and allows clients to open the accounts of Executives and Investors in Executives either singularly or in Executive portfolios.

  The monitoring with information, which is convenient for making investment decisions, is used in order to select the Executives and compile the portfolios. Concerning each of Executives, thee diagrams of profitability and deposit load, buy-back offers and performance indicator of Executive`s work are displayed in the monitoring.

  PAMM system supports demo-accounts for the trial investment.

  PAMM has the following advantages:

  - All the funds of investors are kept only on their accounts which can be accessed only by the direct owner.
  - The functional rating with the possibility of account ranging due to the lifespan of account, profitability, operated capital and so on.
  - The monitoring of Executives` trading accounts with the correct statistical indicators. The monitoring is updated in online mode and makes it possible to receive a lot of useful statistics which is necessary for analysis and understanding of Executive`s working principles.
  - The investing and withdrawal of funds can be carried out at any time.
  - There are no penalties for early withdrawal of funds in the system of PAMM investment.
  - Rollover is used only for making payments between the concerned parties: executive, investors and partners.
  - All the procedures are automated and do not require the regular monitoring. The balance of executive`s account does not change due to the non-merchandise transactions, therefore the executive does not have to correct the volumes of open positions; it is done automatically.
  - The investors` funds are not credited to the executive`s trading account.

- The executive conducts trade on Executive`s Trading account. Later on the transactions from the executive`s trading account are duplicated to all the attached accounts within the PAAM account, including the Executive`s Investment account.
- The investor can fix the highest possible level of allowable drawdown and desired profit; when this level is achieved, the investment will be unfastened.
- The ability to invest in the unlimited number of PAMM-accounts allows you to distribute risks, achieve the maximum profit from investments and reduce possible financial losses.

The cost of PAAM system: 20 000 USD

- **Module of Regional representative panel** — the module for regional representatives who carry out the local depositing of clients` trading accounts and process the local withdrawals in local currency in the regions.

  The module has an individual authorization and is not available for ordinary clients-traders. The accounts having access to this part of Forex client's area are created and moderated in the Manager panel.

  The regional representative, who has access to the Partner panel, posts the invoice details of his banking accounts in the client's area for receiving payments from the clients and process the requests for rollover.

  The region clients` accounts with personal, financial and trading information are displayed for the representative in the Partner panel. Local depositing is carried out by transferring funds from the representative`s trading account to the client-trader`s trading account.

  Local withdrawal is conducted due to the client`s request made from his Personal account. When the request is formed, it is seen by regional representative in the Partner panel. When processing the request for withdrawal, the regional representative receives the funds on his trading account from client`s trading account and then gets square with the client in any accessible way within the bounds of his region.

  If the regional representatives are provided with this module, it is possible to develop a powerful network of representatives and increase the loyalty of clients abroad.

The cost of Regional representative panel: 2 500 USD

- **Module of Exchanger panel** — module for regional representatives and partners who deposit the accounts of their referrals directly from their wallets in payment systems.

  The partner can deposit the traders` accounts through WebMoney, Skrill, OKPay, PerfectMoney and cashU.

  The module has an individual authorization with the ability to register an account, which requires activation by the managers, and is not available for ordinary clients-traders. The accounts having access to this part of Forex client's area are created and moderated in the Manager panel.

  The partner can conduct the depositing of clients` accounts only from those regions which are assigned to him.

  Thus the module makes it possible to facilitate the way of traders` accounts depositing due to the reciprocal payment in local currency between partner and clients while paying the Broker in electronic currency.

  If the partner is provided with this module, it is possible to attract new partners and increase the loyalty of partners and their referrals to the Broker.

The cost of Exchanger panel: 2 500 USD

- **Module of Partner panel** — the section of client's area which is available for traders who have applied for the enlistment in Broker affiliate programs. The Partner panel has an individual authorization and can be accessed with the help of login and password of client's area.

  The client who has access to the Partner panel can:

  - Receive multilevel partner commission fee
  - Create advertizing campaigns
  - Track the efficiency of advertizing campaigns (detailed statistics)
  - Use ready-made promo-materials to attract clients and increase earnings
  - Take part in affiliate contests
  - Carry out the return of received commission fee then so that using this functional as a tool to attract referrals
  - Withdraw the received commission fee to the payment systems such as Bank Wire Transfer, WebMoney, Skrill, OKpay, LiqPay
  - Order the affiliate satellites from Broker on the basis of ready-made templates
  - Take part in the following affiliate programs:
    - CPS – (cost per sale) – receiving commission fees when the client fulfils a number of trading conditions
    - CPL – (commission per lead) – receiving commission fee for the registration of the client
    - Rebate – receiving immediate commission fee for client`s merchandise transactions
    - Pamm Partner – receiving commission fee for participation in the affiliate Pamm program
    - Региональный менеджер IB – the partner working with the clients from certain countries and regions
    - White Label – the special kind of affiliate work with distinguishing special groups of clients followed up with the possibility of carrying on trade on Forex broker trading servers under their own brand. In this case, the partner`s clients can be unaware of partnership relations with the broker who provides the partner with trading platform

The cost of Partner panel: 10 000 USD

- **Module of Translations to foreign languages** — the private section of client's area which is available for translators of Forex broker client's area interface. All the modules of Personal account can be translated from English to 18 languages (Arabic, German, Greek, Spanish, French, Armenian, Indonesian, Italian, Japanese, Khmer, Malay, Polish, Portuguese, Russian, Thai, Turkish, Vietnamese and Chinese).

  The access to Translations panel is controlled in Manager panel and the same data is used for authorization.

  The Translations panel gives an opportunity to view either all the keys for translations or only these that are not translated. The key phrases are marked due to the module they are used in to prioritize which keys should be translated first. The functional of the panel makes it possible to search for new keys and view the information on translation process depending on module and language.

  The access to the groups of languages, which can be edited, can be set for each of translator accounts.

  The translations are stored in MySQL data base and are put into cash for maximum quick upload of translation.

The cost of Translation to foreign languages panel: 3 000 USD

- **VIP-club module** — the open section of client's area with its regulations for the provision of additional paid or free services depending on the amount of summarized deposit of the client. The club has its currency in the form of points which are assessed for the amount gained by trading.

  In VIP-club the clients are divided due to the statuses:
  - Bronze (the status is assigned to the clients with no deposits by default when entering the club)
  - Silver (if the client has made a deposit of 251 USD)
  - Gold (if the client has made a deposit of 2501 USD)
  - Platinum (if the client has made a deposit of 10001 USD)
  - Elite (if the client has made a deposit of 50001 USD)

  Depending on the client`s status, the following features become available: SMS signals (from analytical agency Claws & Horns within Broker`s subscription), Advance payment against a credit, Compensation of commission fees for crediting trading accounts, purchasing balance and credit funds for points, payment for VPS using points and reception of free VPS.

  The internal “currency” of the club can be used to pay for some services. A number of accumulated points is changed in proportion to client`s position growth in VIP-club. When entering the club, the client automatically becomes the owner of BRONZE status and depending on the actual volume of trade the corresponding number of points appears on his account. As soon as the member of club reaches the SILVER status, the further earned points begin to be multiplied by 125%. In case of transition to the next GOLD level, the points will be multiplied by 150%, to PLATINUM level – by 175% and to ELITE level – by 200%.

  The new services can be added to the club: for example, Multirebate, increasing limits of auto withdrawals from trading accounts and so on.

  VIP-club encourages clients to make the bigger deposit and to trade with large volume more actively in order to earn points and purchase VIP-services with the help of them.

  The cost of VIP-club module: 5 000 USD

- **cTrader module** — it is connected upon availability of the agreement between Broker and Spotware Systems Ltd company. The trading platform is designed for the clients who are interested in trade on ECN-accounts and gives an opportunity to trade either from web-interface or from mobile devices. The applications are focused on quality and usability; therefore in addition to high-speed execution the trader gets maximum enjoyment due to the appropriate interface.

  The module makes it possible to open trading and demonstrative accounts in cTrade platform as well as to track the condition of open ECN-accounts along with your accounts of other platforms.

  The client gets an opportunity to open the unlimited number of ECN trading accounts which are immediately synchronized in client's area, credit these accounts and begin trading at this very moment.

  The extended line of platforms available for trade will increase the loyalty of traders and satisfy the most demanding clients.

The cost of cTrader module: 5 000 USD

Module of client's area — the main part of Forex broker client's area which is open for public access and registration (it is sold only together with manager module and ideas module. This module provides the whole functional which is available for ordinary clients-traders, including the following possibilities to:

- Register a new client with telephone number verification within SMS (or voice) and e-mail
- Open demo and real accounts (swap and swap-free) MetTrader 4/5 with a choice of leverage
- Credit the trading accounts with the help of payment systems: Skrill, Webmoney, OKPay, Boleto Bancario, Transferencia Bancaria Local, Western Union, Qiwi, EgoPay, Perfect Money, cashU, Wallet One, Fortumo, Yandex-money, Bank transfer, Credit and debit cards (Visa, MasterCard, Visa Delta, Visa Electron, Maestro, American Express, Dinners, JCB, Laser, Carte Bleue, Dankort, CartaSi).
- Carry out the local crediting of trading accounts by the regional representatives
- Carry out the internal transactions between trading accounts and the withdrawal of funds to payment systems
- Question the clients about the reasons of withdrawal from trading accounts in the form of questionnaire
- Activate promo-codes and receive credit bonuses when crediting the trading accounts
- Edit and verify the profile data
- Contact the technical support through a special form of communication via the ticket system
- Open a verified account in OKPay payment system for the comprehensive work with the system for crediting the trading accounts
- Manage the Opt-in Emails (analytics, companies news, notifications of the low margin level, investors or partners notifications)
- Order branded debit cards through Moneypolo system as well as attach already existing Moneypolo accounts in the client's area
- Order Freedom cards (for clients from Nigeria by the regional representatives)

- View and edit the information on accounts (to change the leverage, the main and telephone passwords) and the account trade statistics (profitability and trade volumes)
- View the trading history of accounts according to the types of transactions with an ability to save in XLS format
- View information on MetaTrader 4/5 trading signals
- Order and pay for VPS for uninterrupted trade
- Download trading terminals
- Add wallets and banking accounts
- View the history of crediting, withdrawals and internal transfers of all the trading accounts
- Insure the deposits
- Make donations
- Register in affiliate programs
- View performance statistics of Rebate affiliate program, including statistics of conversion, received commission fee and registration of referrals
- Use calculator of trader and one-tier partner commission fee on Rebate program
- Contact technical support through Siteheart and Livezilla life-chat systems
- Open investment accounts of PAMM executive and invest in PAMM project (upon the availability of **PAMM** module)
- Use paid and free VIP-club services (upon the availability of **VIP-club** module)
- Open cTrader ECN accounts (upon the availability of **cTrader** module)
- Transfer bonus from Forexpeoples forum to the balance of trading account
- Open competitional demo-accounts
- Open binary option accounts and trade with binary option of High/Low and «Minutes» type (upon the availability of **Binary options** module)

Module of manager panel — the administrative part of client's area for managers working with clients, financiers, regional managers and administrators of client part of personal account. This module provides the whole functional which is available for managers, including the following possibilities to:

- View registrations of users with the ability to view the details and edit the client`s profile
- Verify client`s profile with the ability to leave comments on the client in the form of notes
- Reset the password of client`s profile and delete the profile
- Download and edit client`s documents
- View the synchronized history communication with client in Livezilla and SugarCRM CRM-system life-chat
- Send message to client`s E-mail
- Block client`s ability to bake a deposit and manage obtainment of bonus for a deposit
- Block the participation in contests on demo-accounts, change of leverage, access to 1000th leverage and removal of trading accounts
- Limit the number of accounts for client`s profile and the number of internal transfers per calendar day
- Enable and disable the ways of crediting and withdrawal from trading accounts and manage the ability of automated withdrawal of funds by the client to payment systems
- Add and edit wallets and banking accounts of the client
- Manage the clients subscriptions to direct e-mail
- Delete and restore client`s trading accounts
- View the history of managers` activities with client`s profile
- View client`s requests for opening of verified profile in OKPay payment system and send the client`s documents to OKPay with automated opening of account in payment system
- View the requests for verification of clients` wallets and telephones

- View intersection of clients` profiles by coincidence of names to figure out the clients who have more than one profile
- Mark the clients` profiles as cheaters` profiles to monitor the further monitoring of clients on the part of finance and dealer departments
- View the requests for verification of clients`` credit/debit cards
- View performance statistics of managers` work according to the number of verified clients
- View and respond to clients` applications to technical support through the ticket form in client's area
- Process the requests for a call-back to the client
- Moderate and respond to clients` ideas (upon the availability of **Ideas** module)
- View the list of opened accounts with an ability of detailed view of information on account, including full trading history of account
- Edit information on trading accounts and reset the trader`s password
- View the whole trading history of a client according to trading account with an ability to sort data
- View statistics on the number of opened accounts
- Work with clients` accounts with low margin level
- View information on branded cards ordered in Moneypolo financial system
- View and generate codes for promotional offers with scratch-codes
- Manage the module of PAMM-system (upon the availability of PAMM module)
- View and carry out crediting, withdrawals and internal transfers from clients` accounts
- View clients` requests for local crediting and local withdrawals of funds
- Work with partner accounts while having access to complete information on partner`s activity
- View statistics on affiliate campaigns to determine the most successful internet-partners
- View intersections of traders and partners in IP addresses to determine auto-referrals
- Create accounts of managers, regional representatives, exchangers and translator

- View requests for ordering VPS servers with an ability to create new virtual machine and manage its condition
- Send SMS to clients` mobile phones
- View the participants of VIP-club, statistics on service activation and earned points (upon the availability of **VIP-club** module)
- Keep record of advertizing campaigns, which are carried out by marketing department, with the performance statistics
- Notify clients of changes in governing documents of the company
- Keep record of contracts and agreements between Broker and other companies to track and receive timely notifications of documents expiration
- View tracking data of all the modules of Forex broker client personal account, including errors and proprietary information of
- Export database of E-mail addresses according to the following criteria:
  - Client`s registration date
  - Appropriation of direct e-mail (company news, analytics)
  - Language (Russian-speaking clients, English-speaking, Spanish-speaking, etc.)
  - Types of clients (partners, PAMM-executives, investors)
- Carry out complete E-mail marketing
  - Create direct e-mails with the help of ready-made filters
  - Filter the base of direct e-mails according to the countries, verification status of the client, type of the client (partner or trader), client`s registration date, existing types of client`s accounts, crediting of trading accounts, domains of E-mail addresses (@gmail.com, @yandex.ru, etc.), client`s language and type of direct E-mail
  - Form the queue for direct E-mail and create the delayed messages distribution according to the schedule
  - View the efficiency of these direct E-mails according to such data as the number of letter viewing and link followings
  - Carry out test direct E-mails and make the letter preview before sending
- View statistics on:
  - Traded lots and profitability of traders` trade
  - Sell / Buy orders and Stop Loss / Take Profit exposed as a cloud of price and volume assignment
  - Trade on accounts with 1000th leverage
  - Credit bonuses assessed during the period

- Assignment of amounts of crediting and withdrawals according to payment methods for the chosen period of time with grouping by days, weeks, months and years
- Assignment of crediting amount according to the number for the chosen period of time. This makes it possible to evaluate the minimum deposits of the clients to make a decision whether to raise or lower the minimum deposit
- Clients` deposits according to the client`s lifetime. The assignment of amounts and number of client`s deposits is made depending on his lifetime at the Broker starting from the moment of registration
- Chart of clients` crediting and withdrawals with visualization of the world
- Statistics on the reasons of withdrawal (withdrawal of profit, commission fee due to the need of money, prejudicial trade, bad service, going to another broker, poor trading conditions, insufficient trading skills or other reasons)
- Promo-codes
- Insured deposits
- Flow of funds during the period and registrations of the clients
- First deposits of the clients in order to evaluate the first, minimum, maximum and average deposits of the clients according to the country for the chosen period of time
- Age bracket of the clients, who carry out the deposit, with the information on the number of deposits, amount and mean quantity of deposits for a certain period of time
- Chart of clients` registration with visualization of the world
- Regional financial statistics on the work of managers and regional representatives with details on the countries
- The efficiency of PAMM projects (upon the availability of **PAMM** module)