

EData System: Unmatched Value Added Features

#	eData Differentiated Features	Comments for Other Products
1	UK Trading FIX Engine (ONIX) that takes up to 10,000 transactions per second.	Most of local vendors use their own engine which cannot match the bench mark.
2	Rich of business functions that matches Ameritrade US famous brokerage firm from day one when the system was built.	They have recently functionality almost similar to that but built as additional components in most cases not in harmony with its system.
3	EData brokerage system has a highly secure system and a very rich and robust risk management module to minimize the risk and fraud cases.	Most of the available systems do not focus on the security side and have a basic risk module that increases the possibility of fraud and unauthorized penetration.
4	Have an on-line gateway that connects the brokerage to the bank (s) which highly increases the efficiency of customers' payments.	Most of the available solutions do not have such a gateway and in best cases it's an off-line gateway.
5	Cost effective as you get the product matching the international standards with local prices.	Other international products similar to ours are at least 2 to 3 times the price and with rigidity to customize it according to the local needs.
6	Have built in KPIs for senior management to help them manage the overall company with flexibility to add more.	Most of the current products focuses on the operations reports and ignore and over look the KPIs reporting.
7	The system is multi market and multi currency and can be connected to other brokerage companies even if they have different systems.	Some of the other products in the market mandate you to have the same system at the other broker to be able to connect to.
8	The system has a built in very robust, rich and automated back office system that highly increases the operations efficiency.	Most of the other systems have their back office module in a good shape but not well connected to the other modules of the system.
9	The eData system focuses much on the automation and yet high control aspects like auto signed checks at the branches with preset limits and auto balance and risk parameters checking per customer before issuing any financial payments.	Most of the available systems need a lot of manual steps to complete the daily cycle of the trading activities. Another example of automation: orders that go to market through the market system (ex. Horizon) reflect automatically on the eData system.
10	The system is build and tested for most of the known kinds of third parties disaster cases (like communication lines or electricity downtimes) and has auto recovery procedures.	Most of the available system do not take disaster cases into considerations and mandates a lot of manual and lengthy steps to recover after the disaster is over.
11	The eData system is highly scalable system that can grow with the company as it's built with the state-of-the-art technology and multi tier architecture that enables the brokerage firm to grow with functionality and volumes easily.	Most of the available systems are built on the current as-is situation and enhancing them or scaling them up requires long time and huge efforts of redevelopment which is risky and affects brokerage new services time to market.