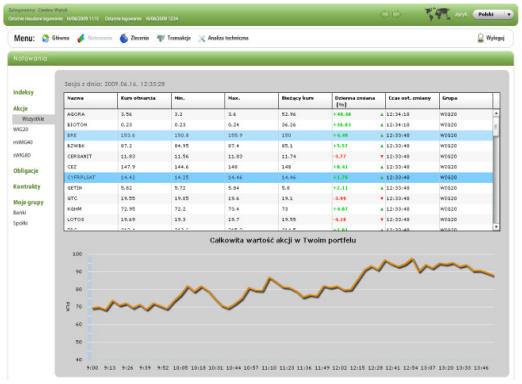
Internet Stock Brokerage

Increase brokerage house revenues

Verax Internet Stock Brokerage is a rich, real-time Internet and smartphone solution supporting stock trading for individual clients.
It has been designed to **increase brokerage house revenues** by attracting new users and also providing existing clients with rich Internet trading allowing them to work more efficiently, obtain real-time communications capabilities and increase loyalty through a high user experience factor.

Old vs. new way
The majority of Internet stock trading software packages have a long legacy that significantly impacts their design: They are portfolio centered, as historically trading for individuals was far from real time. Verax Internet Stock Brokerage has a different approach concentrating on real-time information first (quotations, on-line analysis) moving static information to the background (e.g. details of my portfolio). The second area of focus is user-orientation and maximizing the user experience and productivity.



Real-time communications
Due to the fact that Internet Stock Brokerage uses a fully asynchronous, secure and bidirectional communication bus between the client and server, it is possible to send users real-time information (such as quotes) without user-initiated polling. This allows for highly-interactive features such as: real-time charts, quotations, on-line updated graphs, etc.

Integration and customization
The system has an integration toolkit, enabling rapid integration with existing transactional and Internet banking systems as well as application customization.

Conservative vs. innovative users
One of the challenges that financial institutions are facing during deployment of new solutions is the conflict between conservative and innovative users. Verax Internet Stock Brokerage solves this problem by providing a Single Sign-on (SSO) interface which allows the application to run concurrently with legacy systems, providing a migration and future phase-out path.

Desktop or browser choice
Due to the smart use of Adobe Flex and AIR technologies, the Internet Stock Brokerage can be run from a browser or as a desktop application (installed and upgraded from the Internet). The two versions look identical, however the desktop version offers additional user-productivity features such as:

- System tray notifications.
- Drag and drop: e.g. exporting account history as XLS or PDF directly to disk.
- Storing of select user data on the local disk in order to improve performance.

Rich visualization capabilities
Classic HTML/AJAX applications have always had problems with embedding interactive graphical elements. The use of RIA enables Verax Internet Stock Brokerage to have rich presentation capabilities including dashboards, charts and on-line analysis.

Environment and browser independence
Verax Internet Stock Brokerage uses the Adobe Flash runtime that is available on 99% of computers (source: Adobe), thus eliminating the cost of ensuring compatibility across various operating environments and browsers.

Smartphone-enabled
A subset of Internet Stock Brokerage is available as a smartphone application.

Increasing Capacity from server hardware
In addition to user benefits, the RIA architecture also lowers TCO by increasing the capacity of the system. Since processing (e.g. rendering) is shifted to client workstations, more users can be served from existing hardware platforms.

Learn more
To learn more about our product, please contact one of our offices or visit us on the Internet at www.veraxsystems.com.

About Verax Systems
Verax Systems is a software house, consultancy provider and systems integrator specializing in advanced and innovative IT solutions for the telecommunications, banking and enterprise markets.

Since its incorporation, Verax Systems has successfully provided services and delivered numerous projects across five continents.

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