



# A TRADING PLATFORM PLAYS AN ESSENTIAL ROLE WITHIN BROKERAGE FIRMS AND DIRECTLY AFFECTS COMPANIES' EARNINGS AND BOTTOM LINE.

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**Both forex and online trading as we know it today owe a lot to technology. Efficient and cost-effective trading technology has transformed online trading and has made it accessible to a broader audience, as anyone can trade from the comfort of their home/office or on the go through their mobile app**

*Trading platforms are the key tool for brokers as they provide clients with all-important access to the market, and, for this reason, they can be their best marketing strategy. A sleek, intuitive and highly customisable platform can be suitable for every trader and is a great way to attract and retain clients and differentiate your business from other brokerages.*

**"A FLEXIBLE AND RELIABLE PLATFORM STANDS OUT"**

**Trading platforms provide all the necessary support and assistance by providing secured real-time access to trading, research reports, price analysis of various trading instruments, market news, and much more. You can easily buy or sell currencies or other assets if you have a trading account and an internet connection, via a single trading platform, without difficulty and at high speed. Whether you download a trading platform to your system or mobile or choose to trade online through a webtrader, trading platforms have revolutionised trading and have allowed brokerages to reach more clients from anywhere in the world.**

## **XValley Technologies**

The modern trader wants a quicker and lighter trading platform to perform their trades on both the web or mobile app in a fast, secure and efficient manner. In today's market conditions, where the trading landscape is changing faster than ever, a broker needs to have the right technology to adapt and stay ahead.

XValley Technologies has created a comprehensive broker suite and a user-friendly, customisable and intuitive trading platform with trade, quote, chart, social, control and tick servers for FX and CFD trading. With no need for downloads, the webtrader platform executes trades instantly and is compatible with all operating systems and browsers. The platform also offers access to the market watch, multicharts, calendars, chat, TV and many more, ensuring that traders are updated, always alert to what is happening in the markets and have the support they need at any time.

In a fast-paced environment, traders cannot afford to lose time on difficult or complex systems and instead prefer a platform built based on UX/UI design to maximize usability and user experience.

That's why a broker will significantly benefit from an easy and friendly trading platform that is available on both web and mobile to respond to the demands of today's traders. A flexible and reliable platform stands out for its modern design, allows traders to trade via any browser and operating system, has straightforward and easy to understand language and is generally relatively simple to access and navigate.

Trading online need not be a lonely experience, and for the traders who enjoy social trading and copying strategies from professional traders, a platform that allows for copy trading or offers Multi-Account Manager (MAM) accounts where a fund manager can manage multiple trading accounts, can immensely boost a broker's volume and increase customer engagement.

## **Greater control and management of data**

A great trading platform should integrate smoothly with the trading CRM. Backoffice users can manage all client information effectively. Additionally, it should offer reporting tools and regulation compliance tools for effective and transparent management of all data. The more efficient the tools are for managing client information and generating reports around trading activity, earnings, deposit amounts, and CDF dividends, the more accurately a firm will determine how to best market to and re-engage existing clients. As part of its brokerage offering, XValley Technologies provides a CRM to manage sales and clients, increasing sales efficiency and conversion rates.

A trading platform is an effective all-around tool that generates and retains clients and offers brokerages the opportunity to show off their offering and what they stand for. Brokerages invest in technology and will continue to do so, as efficiency, timing and speed will remain paramount to online trading. By investing in a great trading platform, brokers take matters of trading into their own hands and deliver to traders the freedom and flexibility to make the best possible trading decisions. Investing in the right tools for the job is essential. If brokers invest in a state-of-the-art trading platform, it will improve how their business works, but it will also improve the way their traders perceive and understand online trading, solidifying a stronger relationship between the two and ensuring trading goals and business targets are in line.

**[To learn more about XValley, please visit www.xvalley.tech to set time & demo.](http://www.xvalley.tech)**