IronOne

INTRODUCING

Trad Capital Market Solutions Suite

For Stockbrokers of Dhaka Stock Exchange

About IronOne

IronOne is a solutions provider for global clients including prestigious Fortune 500 companies.

Headquartered in Austin, Texas, IronOne operates its global innovation center out of Colombo, Sri Lanka and operates under 3 key business units: **ATrad**, **AI Labs** and **Design Agency**.

Global Presence & Key Business Units

ATrad

Cross-channel, Multi-broker Stock Trading Platform

AI Labs

AI, ML & Data Science specialized development team

Design Agency

Mobile Technology & UIX

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BoardPAC

Board Meeting Automation Solution

40+	7	5Mn+	17+	225+
Countries	Regional office	People using our products	Years in business	Team members

Key Clientele

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Our Value Proposition

Adaptability and Flexibility

ATrad is designed to be seamlessly integrated to an matching engine using FIX/FAST protocols for communication. The solution is highly customizable and can ensure localization according to the requirements of both DSE and individual stockbrokers.

Optimum Resource Utilization

The solution along with its cutting edge technology utilizes customer profiling to allow the broker firms to effectively manage the level of access to be provided to retail investors, thus ensuring the resource usage is maintained at optimum levels.

Dynamic Scalability

Utilizing the micro-service architecture of the solution, component level scalability allows dynamic increase of capacities to handle volatile market conditions as and when required.

Focused Retail Enablement

IronOne's expertise in mobile app development for global markets across diverse industries provides an advantage to optimally profile users and provide personalized experiences, thus enabling an engaging experience throughout an investor lifecycle. This in turn enables broker firms to reach masses.

Security and Compliance

Dealing with highly sensitive customer and financial data, ATrad is certified with leading industry standards for operational quality and information security management. ATrad is certified with ISO 27001, ISO 9001, ISO 27017 and ISO 27018 standards.

Expert Team

As a founder led organization with an exceptional management team that has played key roles in starting and growing several successful Fintech based software companies, we have 100% Executive Team Retention & 90% Technical Team Retention. We are a highly skilled team with extensive experience in implementing best-in-class FinTech Solutions.

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ATrad Product Suite

ATrad Order Management System

A cross platform solution for Order Management which is offered as a Desktop app, Web app and a mobile app. The solution includes a middle office for admin and risk management.

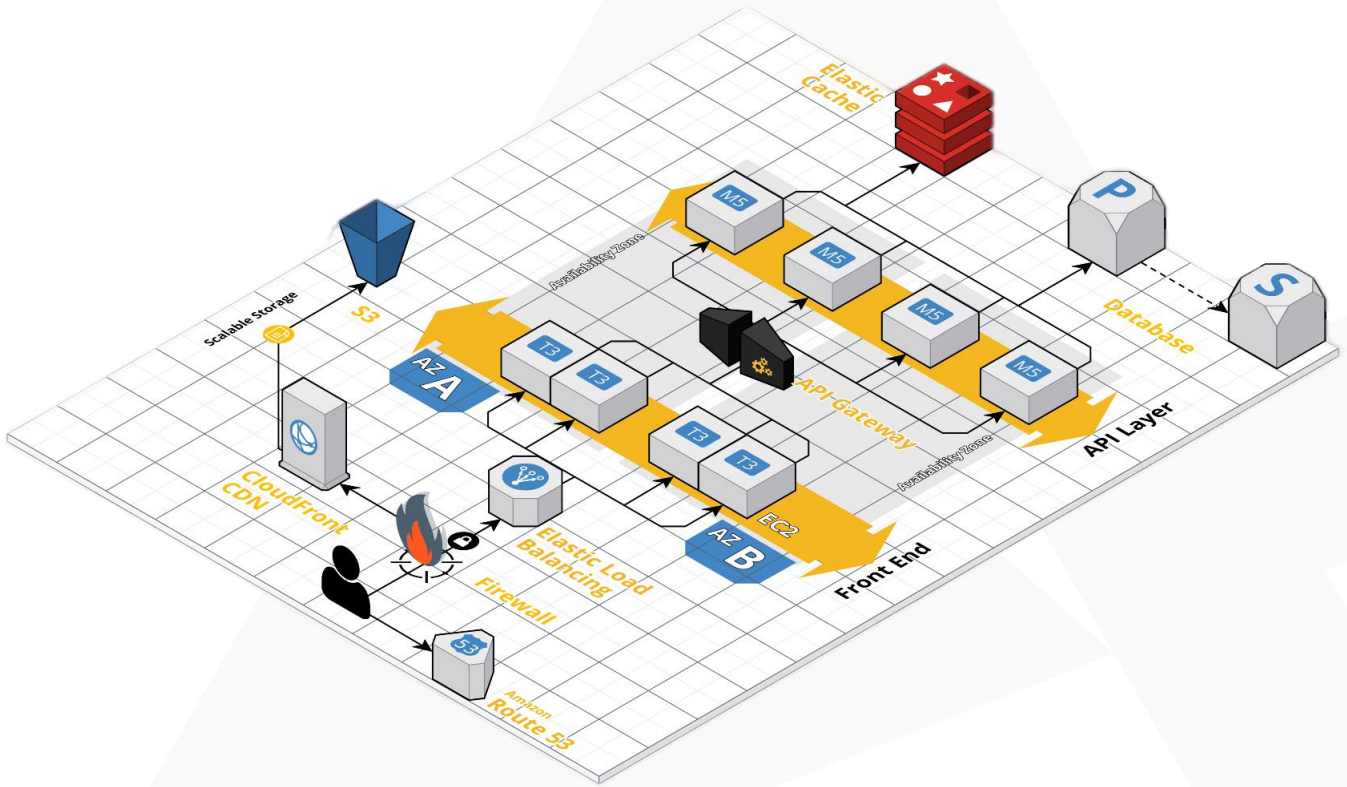
ATrad BackOffice System

A comprehensive solution to manage all activities of the broker firm, including pre-trade and post-trade activities. The solution is incorporated with an in-built general ledger module.

ATrad Wealth

A powerful solution for Wealth/Portfolio managers to manage all activities ranging from managing investors, strategies, portfolios and reporting.

Leveraging Technological Advancements



ATrad is designed with cutting edge technology leveraging its **micro services architecture** to adapt to dynamic market conditions.

The solution covers automated failover mechanisms ensuring **fault tolerance** and **high availability**.

This architecture enables stock broker firms to **dynamically scale the solution** and cater to rapidly changing volumes allowing **high retail participation** via its online trading access.

Investor Profiling for a Personalized Experience

ATrad elevates the user experience through personalization.

Investor profiling module allows the broker to customize the investor's application functionality, accessibility according to the trading experience / frequency and appetite.

- Explorer / Student
- Novice Investor
- Analyst
- Swing Trader
- Day Trader
- Long Term Investor

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Global Direct Market Access

Bloomberg EMSX

Fidessa

THOMSON REUTERS

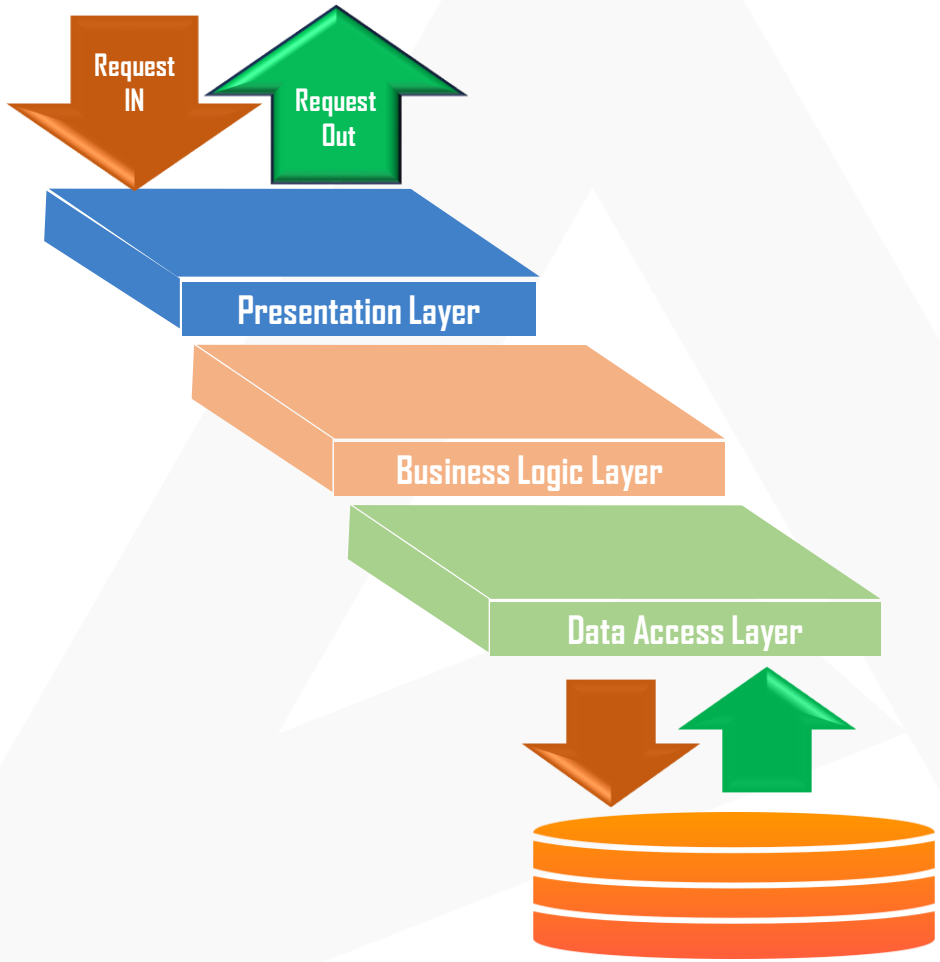
REFINITIV

ATrad can be integrated with third-party APIs.

We've integrated ATrad with the Bloomberg EMSX API for a real-time two way integration and is used in the Colombo Stock Exchange (CSE).

All trades are governed by exchange regional rules & regulations, including margin & exposure regulations.

ATrad API Integrations



ATrad can seamlessly integrate with any third-party system/application to extend services via its readymade easy-to-use API suite.

Ranging from **third-party broker back office solutions**, **real time payment processing**, **order routing**, **ERP solutions**, **telco services**, **custom portals**, etc providing a comprehensive set of endpoints and resources.

ATrad x AI Labs

AI Advancements

ATrad AI Insights

ATrad GPT

An interactive interface empowering users to self-learn, both the usage of the platform and insights into the market.

Via ATrad GPT the ability to transform the trading experience for novice users, simplifying learning and empowering confident trading decisions in the Sri Lankan stock market.

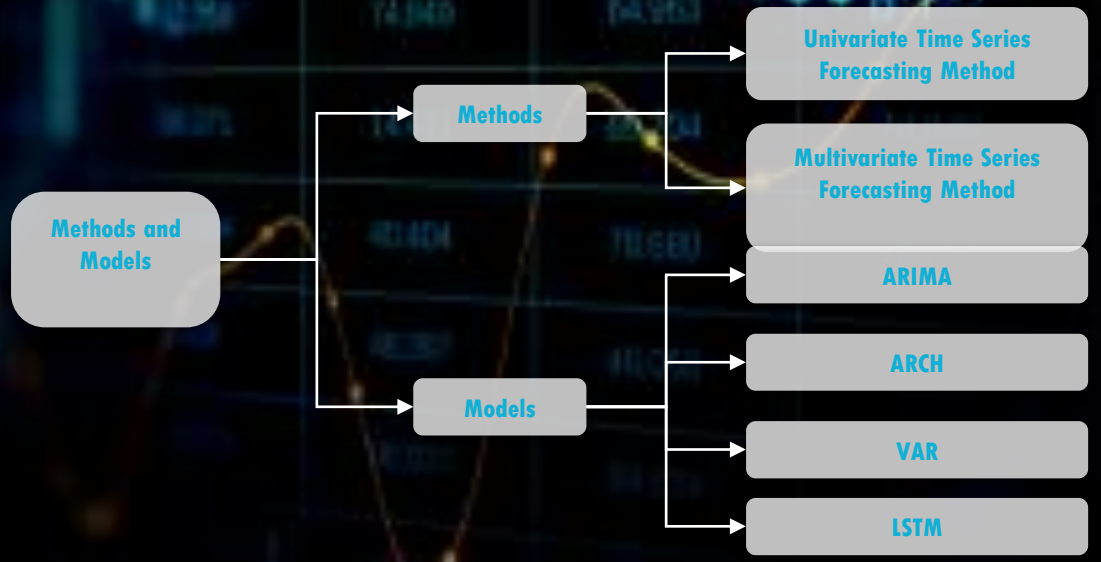
Forecasting Market Movements

Integrated with ATrad Intelligent Assistant

Provide stock-ranking rating

Model market-shocks and customer sentiment using Deep Learning technology

Predict future price movements, providing traders with information needed to make correct decisions in highly dynamic, volatile and complex markets



Above Forecasting system can be modelled to optimize pricing strategies across global channels. Regional conditions/crisis, supplier conditions, material shortages, climate effects can be modelled into the forecasting engine to ensure consistent performance.

ATrad AI Insights

Recommender Systems for Stocks

ATrad

Advanced Machine Learning

Leverage advanced Machine Learning and Deep Learning to design systems to recommend investment strategies based on investment profiles

Intelligent Alerts

Providing alerts to end users, based on the user's trade history, demographics, portfolio and interest

- Built on hybrid models using collaborative filtering and content-based approaches with advanced deep learning architecture.
- Content-based recommendation generates stock embeddings to identify similar stocks using Natural Language Processing.'

Above recommendation engine can be modelled to issue positive and negative alerts across all channel partners.

ATrad AI Insights

ATrad

Corporate ESG Ranking

Our AI Lab is set-up to provide a comprehensive analysis of Corporate ESG ranking scores of selected companies using Deep Learning, Natural Language Processing, Computer Vision, and other methodologies.

ESG Ranking for Companies

Measure company's exposure to long-term environmental, social, and governance risks using publicly available financial data and the ESG Sentiment Score model.

ESG Sentiment Score

The ESG Sentiment Score for companies is measured using self-reported data, social media data, and financial news articles. This pre-trained language model generates an accumulated average ESG Sentiment Score for the companies.

Implementation

As the first phase this system is trained with data from US companies (S&P 500)

Above Ranking and Sentiment Score models can be applied to supplier & distribution trails to develop ESG score matrix

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www.ATradsolutions.com

ATrad in Sri Lanka

90%

MARKET SHARE

Amongst Broker Firms of Colombo Stock Exchange

CSE
COLOMBO STOCK EXCHANGE
Creating Wealth and Value

ATrad in Sri Lanka has attained 90% market share, providing an end-to-end comprehensive solution.

ATrad Global Expansions

NEPSE
Nepal Stock Exchange

ATrad Order Management System is currently being implemented in Nepal for 70% of the stockbroker firms.

nairobi securities exchange
Discover Opportunity

ATrad Order Management and Broker Back Office Systems have been pre-qualified and is in the final stage of evaluation by KASIB for implementation.

ATrad is also in discussion with the following markets for implementation.

BSE
The Power of Vibrance

BURSA MALAYSIA

BVC
BOLSA DE VALORES DE COLOMBIA

Qatar Stock Exchange

What's Next?

Connect with us for more information and a demo:

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Thank you!