



Case Study: TOP 5 CFD Trading Platform

BASIS ID provides services to many companies. Among them are the leaders of their industries who use third-party solutions without disclosing their names. This is one of the cases when the supplier's name and the detailed description of the applied solution can only be revealed with an additional non-disclosure agreement.

This company is a leader in three areas: CFD Trading, currency exchange, and FX data services.

The company also provides fully automated trading platforms and mobile & tablet apps. Its analytical tools deliver data on 200+ currencies through an API. The solution allows you to automatically receive daily averages, real-time (spot), tick-level, and forward rates into your ERP, TMS, digital product, app, or website.

The cooperation pursued the following goals:

1. This cooperation's business objective is to enable future customers to verify themselves remotely in any convenient way. The word "any" means verification through biometric analysis & identity documents and national electronic identification services.
2. Optimize the pool of tools and technologies used by the company to aggregate, analyze, and keep up-to-date all incoming data as efficiently as possible.
3. Develop as smooth a custom journey as possible to minimize the churn rate.

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“We are always focused on finding tools to optimize our work and interaction with clients. Thanks to the BASIS ID team’s professionalism and their advanced solution, we can restructure the tools used and make user interaction more client-oriented at the stage of data verification.”

Comments Head of Risk and Compliance

Transaction	Currency Pair	Price	Units	Interest	P/L	Balance
Buy Market	EUR/GBP	0.81705	32,000	0.00000	0.00000	49,441.40
Take Profit	USD/JPY	102.29500	72,000	-0.39940	5,959.40090	49,441.40
Stop Loss	GBP/USD	1.43532	44,000	-0.03250	-1,459.12900	43,482.40
Close Trade	EUR/GBP	0.77845	61,000	-0.56730	132.67430	44,947.97
Buy Market	GBP/USD	1.46116	44,000	0.00000	0.00000	44,815.96
Take Profit	GBP/JPY	147.68900	30,000	-0.47620	3,509.54920	44,828.22
Close Trade	NZD/USD	0.70261	98,000	0.95430	2,961.30020	41,327.83
Stop Loss	GBP/USD	1.45991	51,000	-0.62230	-1,159.08420	38,375.91

At the time of contacting BASIS ID, the company used the same verification sequence for clients worldwide.

At the same time, the requirements for the KYC procedure differ depending on the regulatory zone. Besides, onboarding can be supplemented with national electronic identification systems in some of the countries.

The BASIS ID solution is excellent for restructuring the onboarding toolbox. In this case, a globally operating company uses several local verification services that are optimal for specific countries. It also uses data from local databases and begins to implement national electronic ID systems. At the same time, the data must be kept continuously up to date. Additionally, support and repeated requests for verification require special attention.

With a high-level team and a willingness to actively respond to customers' business tasks, BASIS ID has developed solutions for each country where services are provided. This allowed us to optimize costs and improve user experience.

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“Working with top companies means a lot to us. We are focused on helping our clients solve their problems and get a result that can be measured in real numbers. We are glad that we succeed in this.”

Akim Arhipov
the executive director of BASIS ID