

# Fintech Forward:

Breaking Barriers in Online  
Trading for a Leading  
Financial Company

 Case Study



## Overview

AWS-powered business transformation

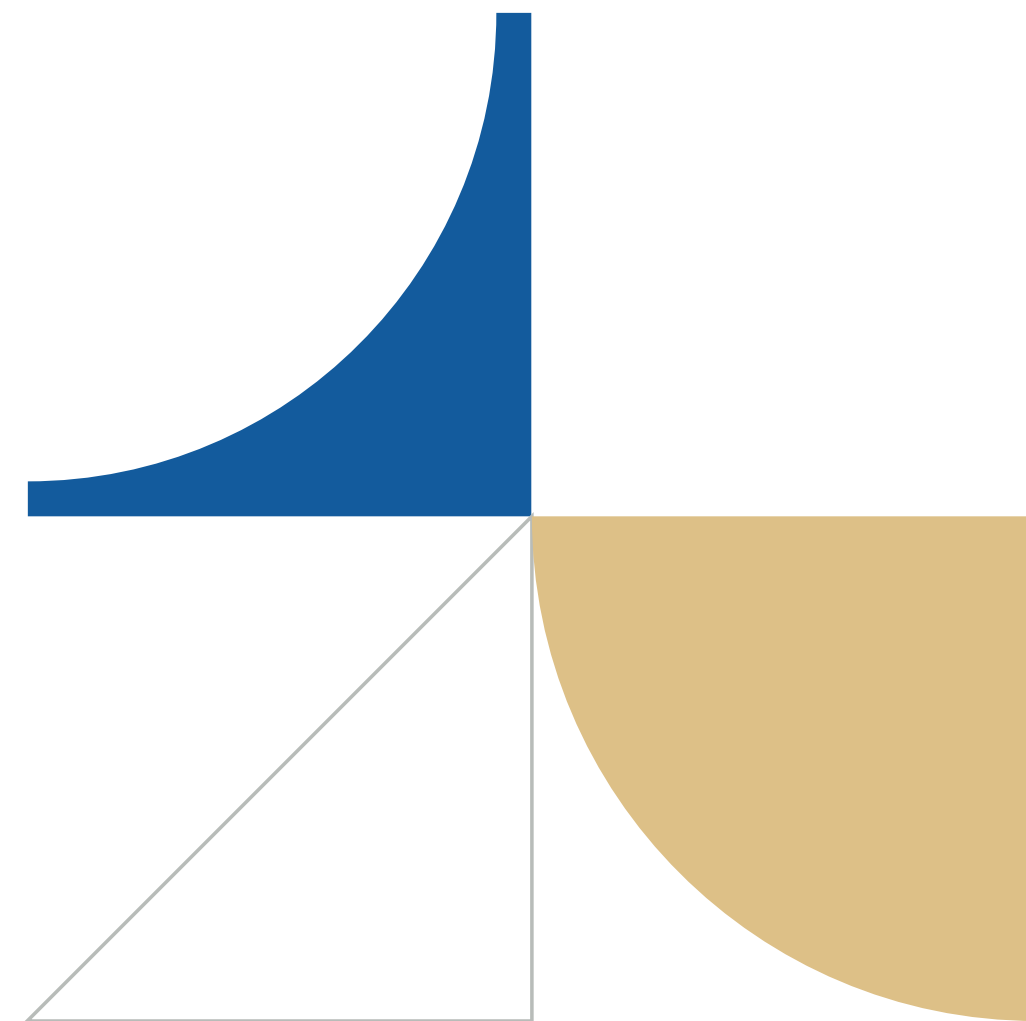
The client, a global leader in online foreign exchange trading, CFD trading, and related services, based in London, UK, engaged us to modernize its customer onboarding, forex trading, and payment gateway application on AWS. Our partnership focused on a comprehensive business transformation, leveraging distributed architecture and AWS native services. Through strategic automation, we expedited product development and deployment processes, ensuring rapid scalability and enhanced operational efficiency.



## Challenges

Addressing complexities in financial service innovation

The client faced several critical challenges prior to our engagement. Its onboarding application, previously hosted within its Backbase estate, suffered from limited flexibility and payment options. Change management processes were prolonged, leading to extended turnaround times. Integration issues with CandleWorks hindered operational efficiency, while customers experienced frequent latency issues. Legacy platforms exacerbated the situation with broken information flows, manual hand-offs, and integrity issues. The lack of an intuitive user interface compromised user experience, clarity of content, and consistency in interactions. Furthermore, there was a pressing need for robust data analytics to measure and optimize the effectiveness of its onboarding processes.





## Solution

Accelerating delivery and quality using AWS

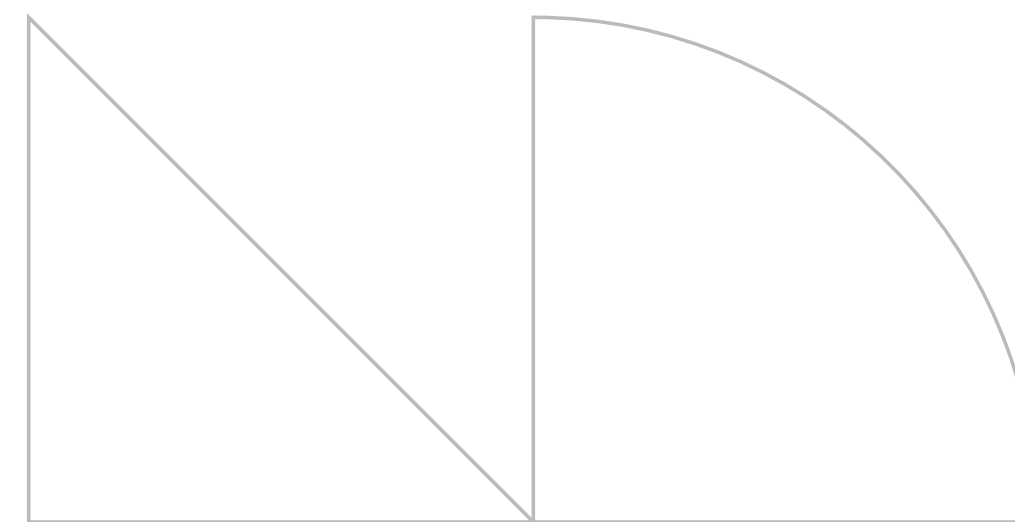
- 1.** We proposed a transformative solution by replacing Backbase with a customized orchestration layer designed to enhance flexibility while preserving core business functions. This included configuring a robust business logic Layer to streamline diverse onboarding processes and empower administrators with a dynamic admin dashboard for configuration management. The implementation featured a bespoke, user-centric interface developed on React.js, ensuring intuitive navigation, clear customer instructions, and efficient form controls. Leveraging AWS services such as Elastic Container Service (ECS), Elastic Compute Cloud (EC2), Simple Storage Service (S3), Amazon API Gateway, RDS, SQS, and SNS, we established a foundation of scalability and reliability through AWS-native deployment.
- 2.** Some key highlights of the solution included a microservices-driven API-first approach, seamless integration with leading KYC vendors such as Trulioo and Equifax, robust connectivity with multiple payment gateways, and centralized data management, ensuring enhanced data quality, governance, security, and business insights. This comprehensive strategy employed our next-gen platforms and proprietary assets to significantly improve customer experience, accelerate delivery timelines, and elevate overall service quality.



## Impact

Rapid scalability and enhanced operational efficiency

- Significantly reduced latency through advanced code optimization, content delivery networks (CDNs), strategic caching, asynchronous loading, and effective load balancing strategies.
- Achieved a substantial decrease in integration failure rates.
- Marked improvements in approval and funding rates.
- Elevated user experience across multiple devices through intuitive navigation, compelling visual design, optimized performance, relevant content delivery, responsive design principles, and seamless cross-platform compatibility.
- Enhanced system configurability, leading to accelerated change request processing times.
- Implemented a robust continuous integration and continuous deployment (CI/CD) process using Jenkins, resulting in significantly faster deployment cycles.





At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.4 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: [info@zensar.com](mailto:info@zensar.com) | [www.zensar.com](http://www.zensar.com)

