

# TradeTech Alpha Case Study



*The team at Devexperts works side by side with our team to ensure that our IP and customizations are delivered within a short time frame and with enterprise quality.*



*Muhammad Al-Amin Rasoul,  
CEO of ACM Group PLC*

## ABOUT THE CLIENT

TradeTech Alpha is part of the TradeTech Group, the financial division of Playtech (LSE:PTEC), a market leader in the online financial gaming industry.

## THE CHALLENGE

The main challenge for TradeTech Alpha was to quickly make their way into the highly competitive business of Prime of Primes and liquidity providers. In order to get there, they needed technology with the most advanced set of dealing settings and risk management features. In addition, they had to find a vendor familiar with the business challenges of a liquidity provider. The vendor was also required to understand which software components should be deployed in the first place to make the whole thing work. In order to avoid sacrifices in product quality or production time, the apparent solution to the company was licensing a ready-made technology from someone they trust. This started a new cycle of collaboration between the TradeTech Alpha team and Devexperts.

## THE SOLUTION

The core of the solution that Devexperts provides to TradeTech Alpha is a multi-asset trading platform. It is a full stack technology consisting of customer-facing GUIs for web, mobile and desktop, dealing, risk management, and back office integrations with the client's internal portals.

To ensure that the time-to-production criterion is met, Devexperts customized a proprietary technology. This customized technology was suitable to the business strategy of both an OTC liquidity provider and a B2B trading platform vendor. Among the assets that can be traded in the platform, there are Spot FX, CFDs, and Spread Bets.

To effectively integrate the platform with retail brokers, Devexperts has provided a high-performance FIX gateway solution. In the infrastructure of TradeTech Alpha, FIX gateway supports a massive order flow. This order flow comes from dozens of brokers that use off-the-shelf products from other renowned vendors and proprietary platforms. To ensure such an intense order flow is processed, Devexperts has also provided flexible order routing and execution solutions.

As dealing and risk management operations are crucial to liquidity providers, the solution incorporates dynamic A/B/C-Book order distribution by client profile, instrument, trading session, and many more categories.

## THE RESULT

The resulting solution provided by Devexperts is a multi-asset trading platform for the Over-The-Counter market, which:

- supports thousands of instruments
- operates in both institutional and retail modes
- includes a REST API for B2C connections
- is capable of processing of thousands of orders per second with a daily turnover of billions of dollars
- has an established on-boarding process for FIX API partners

## ABOUT TRADETECH ALPHA

TradeTech Alpha specializes in providing B2B solutions for the industry covering liquidity, risk management, front and back-office, white label and omnibus systems giving their partners market leading technology solutions without any competition from its provider. TradeTech Alpha does not solicit business directly from retail customers and does not compete with its partners. TradeTech Alpha is run by industry veterans with years of experience and are always on hand to help create the perfect solution for its partners.

Before being acquired by Playtech in 2017, TradeTech Alpha had operated on the market under Alpha Capital Market's brand. After starting work with Devexperts, within three years they white-labeled their B2B trading platform to dozens of brokers, becoming widely known in the world of liquidity providers, leading to interest from big players in the online financial gaming industry.

Their long-lasting connection with Devexperts made it possible to launch a multi-asset trading platform over a short period of time.

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## LOOKING FOR A CUSTOM TRADING SOLUTION?



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