



# COMPANY BROCHURE

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**Rous**Technology



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As a financial institution, you know how important it is to identify, measure, prevent and control risk. Today these challenges can be answered with help from innovative software solutions that ensure total effectiveness and allow you to **focus on your core business**.

That is why it is crucial to choose the right partner to support you in implementing a **modern risk management software solution**.

We support you with state of the art risk management software solutions and services that will transform your business through unparalleled usage of technology.

LET US MANAGE RISK FOR YOU!

## Who we are

**Rous Technology helps your business grow with a wide portfolio of solutions that address all your risk-related challenges.**

**Rous Technology** is a US based software company that develops risk management software solutions for the brokerage and banking industry. We create custom software which allows brokerages and banks to automate their trading platforms order routing processes into their counterparty trading platforms.

Our risk management software solutions have been in use since 2004, in financial institutions throughout the world.

Over **40 years of IT and financial services experience** achieved by our team members combine successfully to deliver results that will surpass all expectations.

The core value that Rous Technology brings is the possibility to **proactively monitor and contain risks**, thus helping brokerage companies and banking institutions to achieve performance.

We provide the following custom solutions for the brokerage and banking industry:

- ▶ **Rous FX Bridge**
- ▶ **Multi Account Manager (MAM)**



## Rous Technology

Risk plays a big part in banking and financial services, as companies must be willing to take on a fair amount of risk in order to provide the most value to shareholders. Financial institutions need to find an optimal balance between growth, return objectives and the associated risks. Furthermore, they have to use resources effectively in pursuit of those goals.

# Overview of risk management solutions

Risk management software solutions ensure that these companies have a current, credible understanding of all types of risk (credit risk, operational risk, market risk, liquidity risk and trading risk), lines of business and other key dimensions.

The risk management software solutions developed in the past few years can help financial institutions improve financial performance by reducing losses, improving capital management and building a risk-aware culture throughout the organization. Also, they manage all types of risk and decrease associated costs.

### Risk challenges in the banking and brokerage industry

Financial institutions - and especially banks and brokerage houses - have started lately to feel a stringent need to develop a company-wide approach to risk, in order to improve governance of risk. Major challenges associated to these companies, as they try to keep up their profit rate in times of financial downturn, are:

- » Strengthening technology infrastructure
- » Linking risk management more closely with corporate performance
- » Building risk expertise at management level
- » Regulatory compliance (e.g. with Basel III or Solvency I)

### Modern risk management software solutions

The risk management software solutions developed for banking and financial services in the past few years have the following features in common, ensuring they can protect these institutions from unnecessary risks:

- » Compliance with financial regulations.
- » Credit risk management, to assess and report the risk of potential credit losses and calculate the capital reserves required to adequately cover that risk.
- » Fraud detection and prevention features help you combat fraud and achieve real ROI.
- » Market risk management solutions offer insights that can lead to successful hedging strategies and the use of derivative instruments.
- » Operational risk management limits exposure to reputational and monetary loss by using solutions to measure, manage and monitor operational risk.

Today's financial institutions are constantly seeking for new technologies to enable them to employ a risk-based performance type of management.





The **Rous FX Bridge** developed by Rous Technology is used by brokers operating MetaTrader retail platforms. The bridge allows a broker to automatically submit trade requests to the liquidity provider of choice and wait for a confirmation prior to sending an accept or reject message to the broker's client.

**BENEFIT FROM OUR EXTENDED EXPERTISE TO AVOID RISK!**

# Rous FX Bridge

## How it works

The **Rous FX Bridge** is designed to automate FX execution capabilities for the Metatrader platform. This provides brokerage operations the ability to automatically offset currency exposure via the FX Bridge into their counterparty electronic trading platforms.

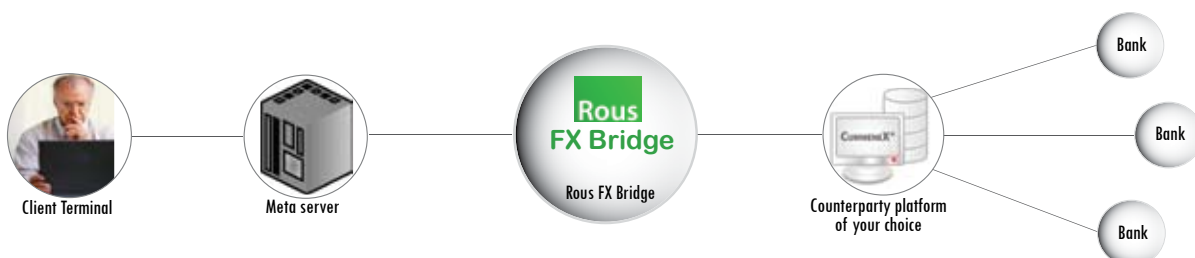
The **main features** of the **Rous FX Bridge** that bring success to financial institutions are:

- ▶ Provides a connection to the broker's liquidity provider
- ▶ Supports multiple bridges on a single MT4 Server
- ▶ Full logs of all transactions for security
- ▶ Full reporting of the entire bridge trading activity
- ▶ Scheduled tasks (connect/disconnect, reporting, etc.)

**Rous FX Bridge** comes with a full range of **support services**, that ensure smooth functioning and great results: 24 x 7 support, access to FX-knowledgeable business specialists and training & implementation services.

**Rous FX Bridge** can work with **all order types** such as stops, limits and market. It also works with unique order types in Metatrader such as "Close By" and "Close All" . Moreover, the bridge is compatible with Instant and Market Execution mode settings.

Below is a diagram how the Rous FX Bridge is connected between platforms:



## Benefits

- ▶ **Automate Risk Management.** Brokers can configure autodealing to offset all, some, or no market risk with their liquidity providers.
- ▶ **Reduce employee expense.** Tasks are performed automatically: faster and more effective, with less manual operations.
- ▶ **Reduce corporate risk.** You know at all times what happens across your business.
- ▶ **Capture more profit from spread.** By effectively managing orders, you ensure access to higher spread.
- ▶ **Improve trade execution and confirmation speed.** Modern technology allows you to work faster and be sure you get the business results you want.
- ▶ **Achieve more customers.** You will be able to handle more customers due to increased speed and security.
- ▶ **Increase customer retention.** Customers will be more pleased with your services and will find them highly reliable.
- ▶ **Complete transparency.** Orders and transactions can be checked by clients at all times.



Rous Multi Account Manager (MAM) is meant to provide the professional trader the essential integrated software tools to quickly and conveniently allocate and manage funds under master account arrangement in live trading conditions.

**BENEFIT FROM OUR EXTENDED EXPERTISE TO AVOID RISK!**

# Rous Multi Account Manager

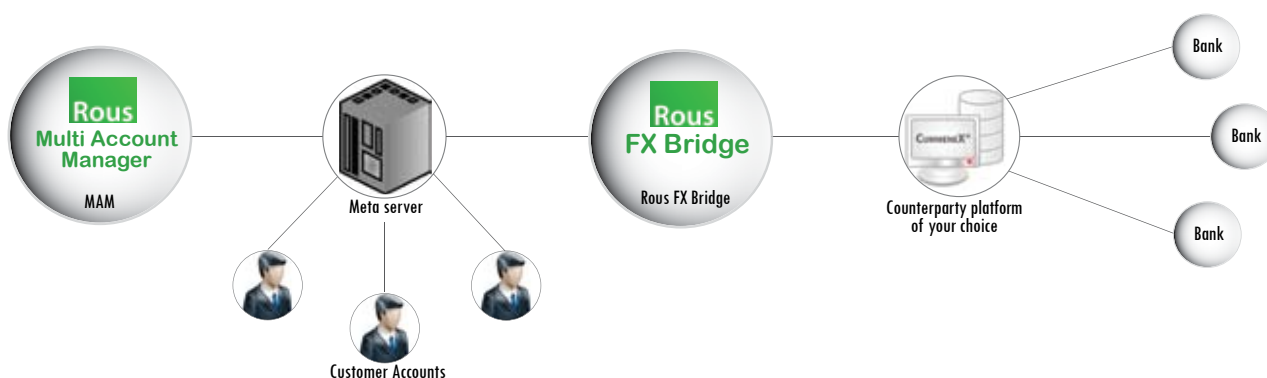
## How it works

Multi Account Manager (MAM) is meant to provide the professional trader the essential integrated software tools to quickly and conveniently allocate and manage funds under master account arrangement in live trading conditions.

The Rous Multi Account Manager is designed specifically for Money Manager that utilizes the Metatrader 4 platform and it is used in connection with the Rous Bridge. It is ideal for traders that manage multiple accounts utilizing Expert Advisors (EAs).

The MAM broadens the functionality of the Metatrader by enabling the Money Manager to effectively trade and manage multiple accounts from a single MT4 interface. All managed accounts can be traded from single MT4 Terminal application instance.

Below is a diagram of how the Rous Multi Account Manager works:



## Benefits

- ▶ Trade with Percentage allocations
- ▶ Ability to allocate trades to unlimited number of sub accounts
- ▶ Money Manager trades only one master account pooled account
- ▶ Supports all order types
- ▶ Installed on server where MT server is hosted

## Features

- ▶ Trade block orders from a single master account utilizing the MT4 client terminal
- ▶ Unlimited number of customer accounts
- ▶ Percentage allocation mode
- ▶ Allocations to clients as little as 0.01 lot (1000 currency units)
- ▶ Manage multiple master accounts having different strategies
- ▶ All normal order types accepted: Market, Stop, Limit
- ▶ All unique order types accepted: Trailing Stop, Close by and Close all
- ▶ Allows Expert Advisor (EA) trading

We offer you full support to ensure you get the most of the solutions we implement for you, and you can drive valuable business out of all your opportunities.

GET ASSISTANCE EVERY STEP OF THE WAY AND MAXIMIZE RESULTS!

# Services Overview



## 24 hour Customer Support

- ▶▶ We provide 24 hour experienced technical support
- ▶▶ Your business workflow goes smoothly
- ▶▶ Benefit from efficiency and affordability with our online support services
- ▶▶ Our technical support hours are from Sunday at 21:00 GMT to Friday 22:00 GMT

## In House Customer Training

- ▶▶ We fully train your support desk staff on how to handle problems when they occur, in a timely manner
- ▶▶ You maximize your customer retention and new customer acquisition

## Business Consulting

- ▶▶ Get valuable insights on how to start a brokerage operation
- ▶▶ We assist you in setting up and operating a successful brokerage operation

## Software Consulting

- ▶▶ Benefit from over 40 years combined experience in financial services and IT
- ▶▶ We help you achieve fast results

## Dealing Desk Management

- ▶▶ Work with an experienced team to manage your FX dealing desk and risk management for your company
- ▶▶ We maximize your trading profits of your FX dealing desk, so you can focus on sales and marketing

WE MAKE TECHNOLOGY WORK FOR YOU, SO THAT YOU DON'T HAVE TO WORRY ABOUT RISKS, AND GATHER PROFITABLE RESULTS. BELOW IS A LIST OF SOME OF THE TECHNOLOGIES WE EMPLOY, TOGETHER WITH OUR PARTNERS, TO BRING YOU COMPETITIVE ADVANTAGES.

# Technologies

**MetaTrader 4** is the cutting-edge online trading platform designed to provide brokerage services to customers in Forex, CFD and Futures markets. MetaTrader 4 is a full-cycle trading platform that includes both back-office components and front-end terminals.

**Currenex** provides its customers with a high-speed multi-bank FIX gateway (using the FIX 4.2 protocol). This gateway allows customers to access market data (with full depth of book) and to manage orders. The Currenex FIX protocol specification is available to customers upon request. Currenex provides FIX customers with a full integration environment which includes live market data. Additionally, Currenex assists customers with throughput and protocol conformance testing.

**Integral** offers the FX Inside API™ is a set of application programming interfaces for accessing liquidity directly from FX Grid. The APIs are used by institutional takers for direct market access to multiple liquidity provider price streams. The APIs can also be offered by brokers to their clients for access to the broker's price streams. The FX Inside API can be used to integrate proprietary electronic and algorithmic clientserver, browser based, and mobile application trading systems. The FIX protocol, as well as Java and C++ interfaces, are supported. For flexibility and extensibility XML is the standard used for messaging.

**Lava** offers an ECN of live dealable prices, full depth of book, the ability to place bids and offers, anonymous trading, together with Lava's sophisticated order types. The system aggregates multiple sources of FX liquidity into a single access point, which can be tapped via the fast, intuitive LavaFX user interface, or through a FIX API geared towards algorithmic traders.

**360T** provides seamless upload and download integration with a continuously growing range of third-party systems via standard APIs or customized integration adaptors. Clients can receive post-trade information in real-time, as their trades have been executed and instantly processed through a flexible and secure interface.

**EBS Spot Ai** is an automated trading tool that provides direct electronic access to executable prices between the customer's internal trading infrastructure and the EBS platform. The service provides professional FX trading institutions, including banks and hedge funds, with an Application Programme Interface (API) to the global spot forex market. EBS Spot Ai is used for automated and algorithmic trading.

**Dukascopy** API is based on FIX4.4 protocol. The API is used to receive real-time data feed, submit orders, set / modify / cancel orders, and receive automated notifications of trading activities.



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