



R.B. Zack & Associates, Inc.

Case Study: Advantage Metals Trading & Client Portal System

Florida-based Advantage Metal Advisors (AMA) is a precious metals dealer and advisor who manage client portfolios of gold, silver, platinum, palladium, bullion, coins and physical copper. They pride themselves on transparent access to every client on their investment status, including current values, account histories, and statements.

Challenge: Create a Web-based Trading & Client Portal System

AMA previously traded with a conglomerate that provided rich back-office features for managing their clients' funds, trades, transactions and reports. Unfortunately these features carried a stiff premium at their clients' expense. AMA decided to create their own system for managing trades and client accounts.

The new system had to be web-based, easy-to-use and easy-to-maintain. It had to be available from any internet connected computer and governed by logon security by client and user. AMA needed the business features required to manage the complex requirements of margin buys, interest calculations, metal values, storage and shipping charges, and calculations of equity and position values at the individual client level.

The system had to have real-time spot pricing for Gold, Silver, Platinum and Palladium to provide contextual data for buying and selling metals as well as for calculating commissions. Trade Confirmation Notices and Commodity Transfer Documents needed to be automatically emailed upon execution of the trades.

The client portal would be the interface to AMA for all their clients, 24 hours a day. Our challenge was to create a complete system in a very short timeframe and provide AMA and their clients a feature-rich account management experience.

Solution: Web-Based Account Management & Client Portal

We designed the AMA system and portal with equal attention to the User Interface and the business logic. Complex calculations and integrated web-service spot price feeds are delivered through an attractive, tab-driven interface. All features and options are no more than two mouse clicks away. Traders and Account Executives can manage their precious metals trading business, and track account and client positions through the portal. The resulting program allowed AMA to provide better pricing, faster service and vastly reduce storage and interest fees to their clients. AMA can now accommodate more clients with far less overhead.

Results:

- Full-featured client management system
- Complex accounting for Margins, Interest, fees and statement processing
- Client portal gives secure, timely access to current and retrospective client account information.

Technologies Used:

- C# 4.0
- Crystal Reports
- .NET Framework 4
- IIS 7
- LINQ
- SharePoint Designer
- SQL Server 2008
- Windows Server 2008

For more information, contact us today at sales@rbza.com or 310.303.3320.