

*CRM Application*

# FXOnline Japan

TreeWorks

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## The problem

FXOnline Japan wanted a competitive FOREX application, a solution that would answer its users' needs. The system had to provide the clients with unlimited real time access to online markets through the Internet or the phone, and, at the same time, it had to be a trading platform that could offers specialized tools for transaction charts and quotations, hedging and vocal quotations.

## Solution

The partnership between FXOnline and TreeWorks began in 2003. The result of this partnership is the system developed by TreeWorks, a system that offers both general information about the market and its conditions, as well as information about the clients' transaction account status.

FXOnlineJapan facilitates the interaction with the clients using the most efficient, the fastest and the most sophisticated communication channel - the Internet. The system is bilingual (the first page is in both English and Japanese, the users account page is only in Japanese), in accordance to the market's needs.

Another important fact about the system is that the user can get information in real time through the accessible front-end, and also on mobile phones and PDA's.

## Solution Description

### Front-End

The system is based on a complex online CRM application that makes solving the clients' problems an easy and fast process. It also offers information and reports concerning the company' management, sends newsletters, and keeps in constant contact with current and potential clients. At the same time, the system gathers financial data from various similar systems, formats it, then processes it using an automatic generator of financial analysis.

The system aggregates news flows from large press agencies (e.g. Reuters) and sends it on mobile phones. The front-end is shown in the figure 1 below.

**FXOnlineのメリット**

FXOnlineは外国為替取引システムのサービスをオンラインで提供しています。取引システム(デモ)のご利用は、どなたでも無期限・無料で利用でき、口座開設も5万円からはじめられます。どうぞご利用ください。

**FX Miniキャンペーン "Win a Mini"**

豪華賞品目指してバーチャルFXにチャレンジ!

1位 Mini Cooper  
2位 プラズマ液晶TV  
3位 DELLデスクトップPC  
4~20位 iPod nano

**マーケット情報**

2006年05月04日 22:29 FXWave - トリシェECB総裁「為替相場については関連あるデータを考慮」  
2006年05月04日 22:21 FXWave - トリシェECB総裁「2次的影響を防止する必要がある」  
2006年05月04日 22:11 FXWave - トリシェECB総裁「フランクフルト以外での利上げはありうる」

**ニュースリリース**

2006年05月02日 ホームページのリニューアル  
2006年05月02日 FX Miniチャレンジ・コンテストに参加してMini Cooperをゲット!  
2006年04月08日 会社移転のお知らせ

**リアルタイムレート**

全通貨ペアの為替レートはこちら

通貨ペア	売値	買値
EURUSD	1.2634	1.2639
USDJPY	118.67	118.72
GBPUSD	1.8440	1.8445
USDCHF	1.2362	1.2367
EURJPY	143.66	143.71

**スワップポイント**

05月04日現在

通貨ペア	売り	買い
USDJPY	-1.50	1.47
EURJPY	-1.0	0.95
GBPJPY	-2.55	2.5
AUDJPY	-1.3	1.25
NZDJPY	-1.5	1.45

Figure 1

The system is interfaced with another transmission interface, provided by different company, as well as with the system FXOnline is working with, which allows for the execution of deposits and withdrawals in real time (figures 2 and 3).

**MyFX**

追加入金確認 フォーム

ご氏名: \_\_\_\_\_

フリガナ: \_\_\_\_\_

ご入金額: \_\_\_\_\_

クリア 送信

出金依頼書

追加入金確認

Figure 2

# MyFX

MYFX

## ■ 出金依頼書

ご氏名:	
フリガナ:	
ご出金額:	
全額:	<input type="checkbox"/>

[クリア](#) [送信](#)

▶ [出金依頼書](#)

▶ [追加入金確認](#)

Figure 3

One of the key features of the FXOnline trading platform is the possibility of doing FOREX transactions directly from the website's charts (figure 4). These charts can be accessed only from inside the platform. The transactions use 20 currencies, including USD/JPY, EUR/USD, EUR/JPY, GBP/USD and GBP/JPY (figures 5 and 6).



Figure 4

売り	通貨ペア	買い
84.29%	EURUSD	15.71%
20.40%	USDJPY	79.60%
74.84%	GBPUSD	25.16%
3.93%	USDCHE	96.07%
24.41%	AUDUSD	75.59%
13.36%	NZDUSD	86.64%
8.84%	USDCAD	91.16%
57.67%	EURJPY	42.33%
82.39%	GBPJPY	37.61%
83.45%	CHFJPY	16.55%
11.89%	AUDJPY	88.11%
5.84%	NZDJPY	94.16%
30.59%	CADJPY	69.41%
75.24%	EURGBP	24.76%
8.04%	EURCHF	91.96%
50.00%	EURCAD	50.00%
13.47%	GBPCHF	86.53%
0.00%	USDHKD	100.00%
5.19%	USDSGD	94.81%
85.12%	USDTHB	34.88%

Figure 5

Another important feature developed by our team is the client information system. This system consists of alerts dealing with the market's conditions, charts with complex market analysis, FOREX, and up-to-date market quotations. The information can be listed using various criteria depending on every user's interests.

In order to have complete access to the FXOnline website, visitors need to register for an account. Besides filling in the registration form, the clients have to ask their bank to confirm to the system that they have a big enough deposit, so that they can start trading currency. After receiving the bank's approval, the FOREX transactions can begin.

After the approval of the account, the user can access his personal page (figure 7) and edit the preferences from the "Account info" menu (figure 8). The interface is professional, but at same time easy to use, a mark of the TreeWorks websites.

通貨ペア	売値	買値	安値	高値
EURUSD	1.2688	1.2693	1.2674	1.2717
USDJPY	113.79	113.84	113.43	113.92
GBPUSD	1.8489	1.8494	1.8478	1.8546
USDCHE	1.2308	1.2313	1.2265	1.2318
AUDUSD	0.7687	0.7692	0.7675	0.7728
NZDUSD	0.6404	0.6409	0.6382	0.6420
USDCAD	1.1083	1.1088	1.1064	1.1107
EURJPY	144.40	144.45	144.04	144.50
GBPJPY	210.39	210.49	210.02	210.69
CHFJPY	92.40	92.50	92.31	92.71
AUDJPY	87.43	87.53	87.23	87.85
NZDJPY	72.84	72.94	72.47	73.07
CADJPY	102.61	102.71	102.22	102.78
EURGBP	0.6859	0.6864	0.6848	0.6868
EURCHF	1.5617	1.5622	1.5582	1.5624
EURCAD	1.4064	1.4074	1.4043	1.4109
GBPCHF	2.2756	2.2766	2.2714	2.2796
USDHKD	7.7521	7.7531	7.7516	7.7536
USDSGD	1.5752	1.5762	1.5752	1.5801
USDTHB	37.81	37.91	37.69	37.93

Figure 6

ホーム > MyFX > アカウント情報

MyFX

MYFX

Account Info

ご氏名	tradertest
ログイン名	tradertest
メールアドレス*	tcollick@fxonline.co.jp
レポート用メールアドレス	
携帯メールアドレス	
連絡先	7777
住所	tradertest
新振込先銀行名	
支店名	
口座種類 (普通・当座・その他)	
口座番号	
口座名義 (カタカナ)	
支店名レポート配信完了通知メール	<input type="checkbox"/>
支店名携帯配信サービス	<input type="checkbox"/>
*必須項目	

クリア
送信

Figure 7

From the My FX page, the users can access a list of news of interest, updated daily. They can edit the way these news are organized and published - for example, after their importance to them.



Figure 8

## Back-End

The website's administrative interface contains a series of tools that belong to a complex editing system. These tools are arranged in categories according to their functions (figure 9).

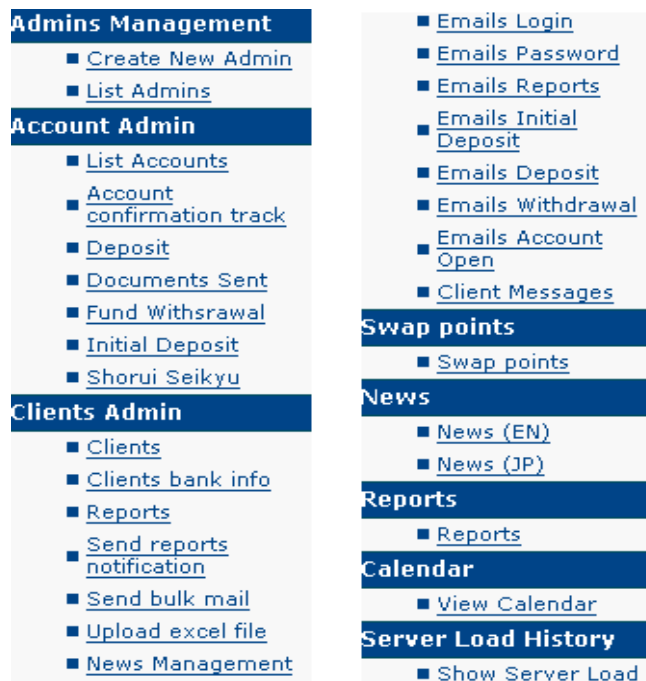


Figure 9

## Admins management

The first category in administration menu is *Admins Management* (figure 10).



Figure 10

This category contains two subcategories: *Create New Admin* (figure 11) and *List Admins*, both for editing the administrative accounts of the website.

"Create New Admin" is used for assigning an user access to the website's database (figure 12) and its editing options. This new administrative account may have a set access level, giving the user access and editing rights to a limited number of tools.

List Admins

[Create new admin >>](#)

	Username	Password	Credentials	Edit	Delete
1	masteradmin	admin	Admins Management; Account Admin; Clients Admin; Swap points; News; Reports; Calendar; Server Load History	<a href="#">edit</a>	<a href="#">delete</a>
2	test	test	Account Admin	<a href="#">edit</a>	<a href="#">delete</a>

Figure 11

Submit new admin

[<< Back to list](#)   [Create new admin >>](#)

---

Username

Password

Credentials

Admins Management       Account Admin  
 Clients Admin             Swap points  
 News                          Reports  
 Calendar                    Server Load History

Figure 12

## Account Admin

The *Account Admin* menu contains a list of all the administrative accounts from the system's database, the commands for managing these accounts and the existing users' deposits (figure 13).

This option allows the administrators to monitor the flow of currency through the system from the subcategories: *Deposit*, *Documents Sent* and *Fund Withdrawal*. This way, the administrator can also monitor the actions of the users, the deposits or the withdrawals in their accounts.



Figure 13

## Clients Admin

The *Clients Admin* (figure 14) menu has the tools to edit announcement, reports, and the emails sent by the system to the users. For example, if a user makes a transaction - he withdraws or deposits a sum of money - he will be automatically announced by email if the transaction has succeeded or not, and if not, what caused the transaction to fail.

In this section of the menu the administrator can find important information about the clients: lists with every account and their bank account information. The emails to users, the notification reports and the newsletters are all sent from here.

Another important feature is the fact that the administrator can upload lists in Excel format directly into the system database.

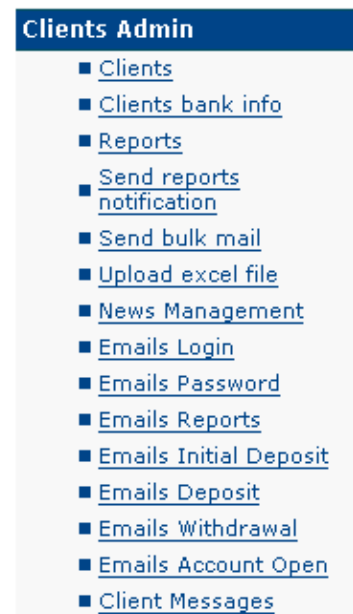


Figure 14



## Swap Points, News, Reports, Calendar

All the news and reports, as well as the calendar, or the swap points are managed in the menu illustrated in figure 15.



Figure 15

## Server Load History

The central server load can be monitored using the *Server Load History* menu (figure 16). The system is located on several servers to ensure an 100% uptime. Also, the load-balancing feature was added to distribute the traffic and the system's operations efficiently, so that no server would overload.



Figure 16

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