



TradeTech Expands 360 Solution to SMEs to Navigate Regulation

TradeTech 360 SME was developed to help OTC FX and CFD firms to operate in an uncertain regulatory environment

London, 29 April 2019 – TradeTech Group, the financial division of Playtech, has expanded its TradeTech 360 software into the small and medium enterprise (SME) market, the firm announced this Tuesday in a statement given to Finance Magnates.

TradeTech 360 is an all-in-one back office solution system for brokers and financial institutions. TradeTech 360 SME is a “lighter” version of the system, which has been developed to improve the end-user experience and includes a number of client portal widgets.

The new system was developed to help firms operating in the over-the-counter (OTC) foreign exchange (forex) and contracts for difference (CFD) markets. As many of our readers are likely aware, there has been a suite of regulatory changes in this market for trading providers in the European Union (EU).

This has made a fast-paced and highly competitive market even tougher. Regulatory uncertainty regarding Brexit and product intervention measures from the European Securities and Markets Authority (ESMA) is pushing brokers towards greater efficiency.

According to the statement, this is where the TradeTech 360 SME solution comes in, as it meets all of the latest regulatory and reporting requirements. It can also replace existing infrastructure with specific CRM, IB portal, and finance and compliance monitoring tools.

Specifically, the solution aims to address the issues that may arise by brokers and firms that run multiple regulatory entities across global markets, which may result in operational inefficiency, the statement said.

Commenting on the announcement, Oksana Remez, Business Development Executive at TradeTech Group said: “TradeTech 360 SME promises to be a potential game changer for the small and medium enterprise market. After dedicated work from our IT teams over the last two quarters we’ve developed a ready-made broker specific package that allows us to scale business in a more sustainable manner using classic software as a service.”

TradeTech 360 SME is licensed on a subscription basis. The solution is centrally hosted and scaled using proprietary IP and Amazon cloud technology.

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About Playtech

Founded in 1999 and premium listed on the Main Market of the London Stock Exchange, Playtech is a technology leader in the gambling and financial trading industries.

Playtech is the gambling industry's leading technology company, delivering business intelligence-driven gambling software, services, content and platform technology across the industry's most popular product verticals, including casino, live casino, sports betting, virtual sports, bingo and poker. It is the pioneer of omni-channel gambling technology through its integrated platform technology, Playtech ONE. Playtech ONE delivers data-driven marketing expertise, single wallet functionality, CRM and responsible gambling solutions across one single platform across product verticals and across retail and online.



Playtech partners with and invests in the leading brands in regulated and newly regulated markets to deliver its data-driven gambling technology across the retail and online value chain. Playtech provides its technology on a B2B basis to the industry's leading retail and online operators, land-based casino groups and government sponsored entities such as lotteries. As of June 2018, through the acquisition of Snaitech, Playtech directly owns and operates the leading sports betting and gaming brand in online and retail in Italy, Snai. Snaitech operates a B2B2C model as a service provider, allowing franchisees to utilise the Playtech technology stack in in the retail environment while operating the leading brand, Snai, directly online as a B2C business.

Playtech's Financials Division, named TradeTech Group, is a technology leader in the CFD and financial trading industry and operates both on a B2C and B2B basis.

Playtech has in total c.5,800 employees across 17 countries and is headquartered in the Isle of Man.

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