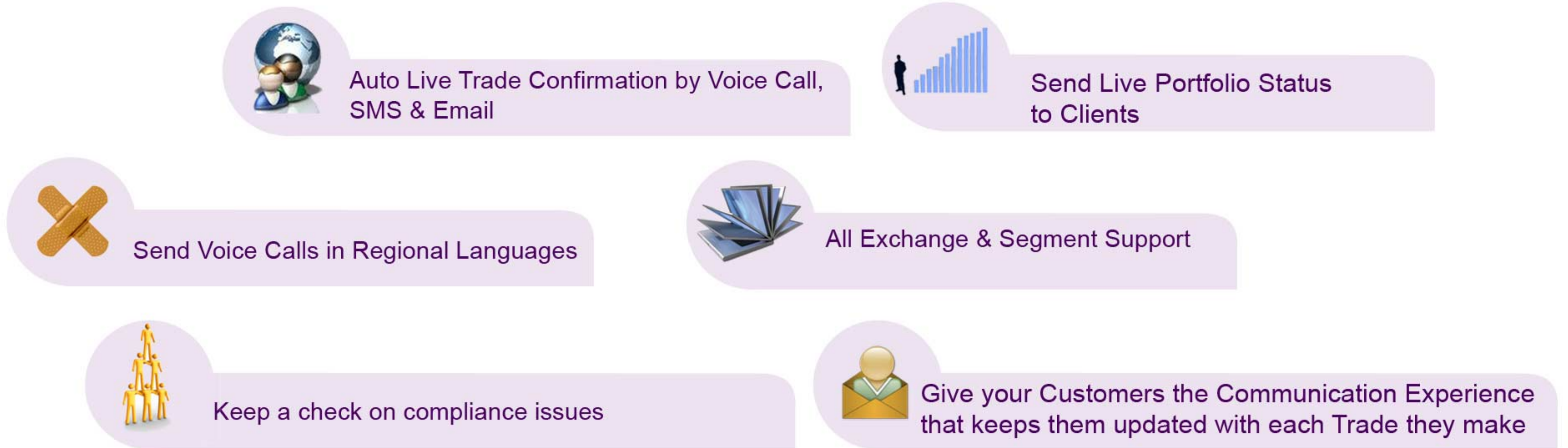




# i-Pheasant Enterprise Solution

## Vision

To provide a solution that enables Share Brokers to communicate Live Trade Confirmations to their Clients during Market hours by empowering them to handle risk with quick communication of trades to reduce trade errors and increase business transparency



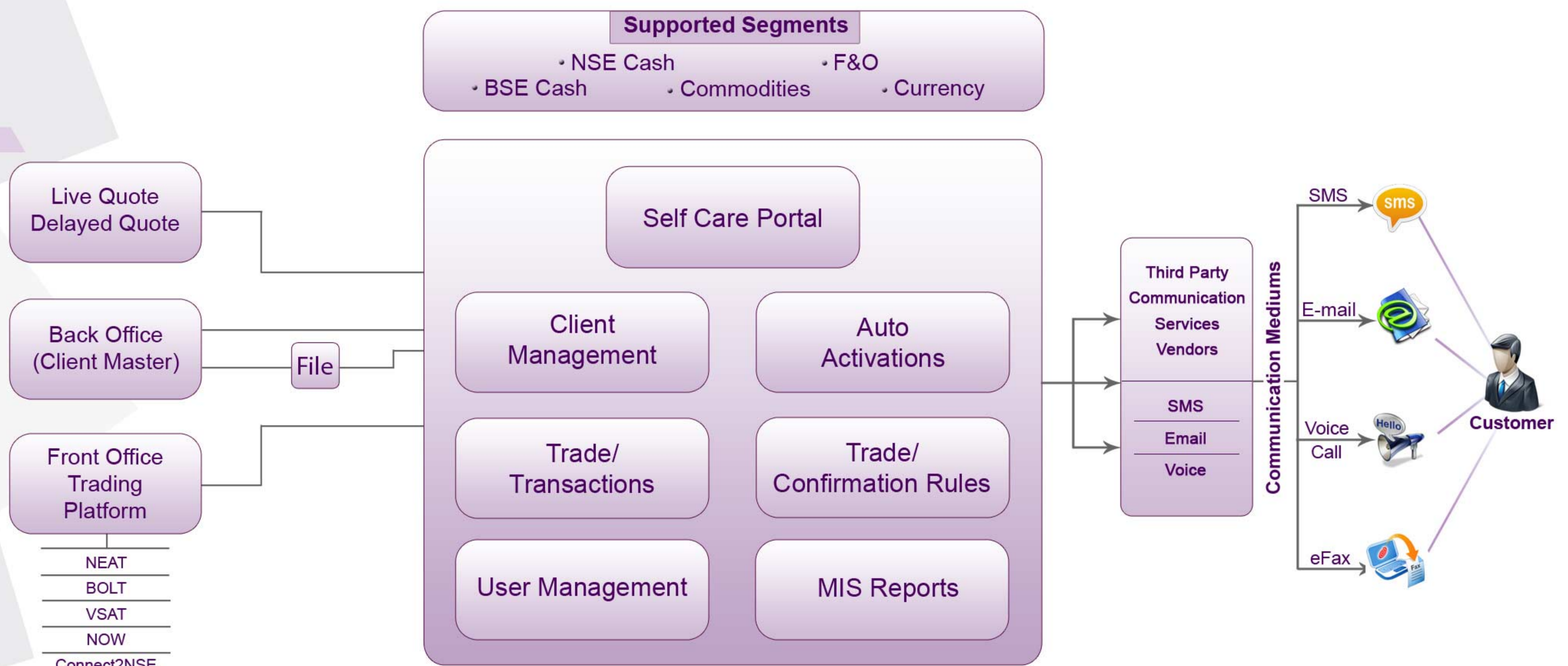
## Supported Front Office Trading Platforms



## Assisting Compliance

- As the information is communicated during live market, it helps customers identify differences in trade and take action instantly
- SEBI's guidelines for 'Information of all Transactions' are supported – put on the guideline number...
- Delivery Reports work as 'Proof of communication' for Compliance Resolutions

## System Architecture



# i-Pheasant Enterprise

Product Brochure

\* Result by an Internal Survey conducted on a sample of existing user companies of i-Pheasant

Increase in Client Base by an avg. of 32% after using i-Pheasant\*

i-Pheasant

## Solution Highlights



### Self Care Portal for Subscribers

- ▶ Subscribe/Unsubscribe for Live Trade Confirmation Services
- ▶ Over the Internet
- ▶ Subscribe by SMS Request (Short Code Services)
- ▶ View past communications online



### Live Communication

- ▶ Live Trade Confirmation
  - Amount Wise
  - Quantity Wise
  - Percentage Wise and on 100% Trade Execution
  - Summarized Trade Confirmation
- ▶ Hourly Turnover Volume to Employees and Leaders to Track Target
- ▶ Live Percentage wise Profit & Loss (M2M) to clients against their Network, making them aware of their status in live market to take decisions and actions
- ▶ Send Clients the % change in the value of their Scripts in Portfolio during live markets (Changes: 5%, 10%, etc.)
- ▶ Detail Email of Trade Confirmations



### Communication Mediums

- ▶ SMS
- ▶ Email
- ▶ Voice Calls
- ▶ SMS Short Code



### Supported Segments

- ▶ NSE Cash
- ▶ F&O
- ▶ BSE Cash
- ▶ Commodities
- ▶ Currency

- NSE Cash
- F&O
- BSE Cash
- Commodities
- Currency



### System Integrations

- ▶ Trade Master
  - NEAT, BOLT, VSAT, NOW, Connect2NSE and all other Front Office Trading Platforms
  - Live Files
- ▶ Back Office
  - Client Master
  - Revenue Master
- ▶ Live Quote System
- ▶ Auto Service Activations



### Auto Service Activations

- ▶ Branch Wise
- ▶ City Wise
- ▶ Scheme Wise
- ▶ Confirmation Scheduler



### Users & Recipients

- ▶ Users
  - Admin
  - Compliance
- ▶ Recipients
  - Customers
  - Employees
  - Managers



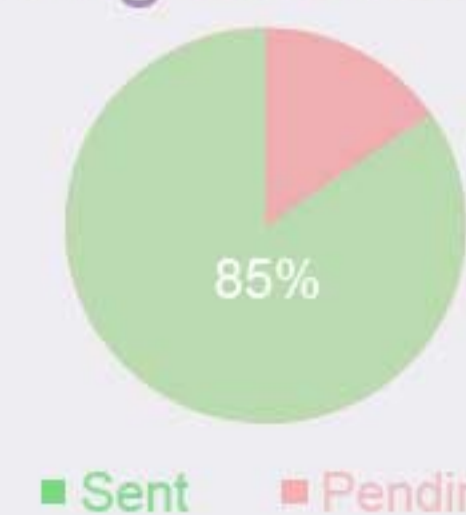
### MIS Reports



### Views & Settings

- ▶ Views
  - User Dashboard
  - Trading Dashboard
  - Live Sending View
- ▶ Settings
  - SMS & Email Templates
  - Change Password
  - Standard Features
    - Multiple Sender ID & Domain Support
    - Manual Messaging

#### Trading Dashboard



#### Live Sending View

Client Code	TradeNo	Scrp	TradeQty	Buy/ Sell	Price	Stat
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Sent
RJ202	6011004	ZEE	25	BUY	24300	Pending
RJ202	6011004	ZEE	25	BUY	24300	Pending
RJ202	6011004	ZEE	25	BUY	24300	

\*\*For successful Project accomplishment we Customize and Deliver the Solution as per your Business Needs

**Disclaimer:** The information in this material is as per the time of release and as per alignment with the goals of Aruhat (ATPL). Aruhat (ATPL) reserves all rights to change, update, remove or add to the material, execution plan as well as execution on time to time basis as per strategic decisions of Aruhat (ATPL). This material/document may contain features/modules/information that would exhibit the strength of the solution, however, such features/modules/information may be available as an add-on and may need to be developed on requirement basis with additional cost and would need to be executed as a project for successful implementation of the solution.