Case Study: Axiance (formerly EverFX)
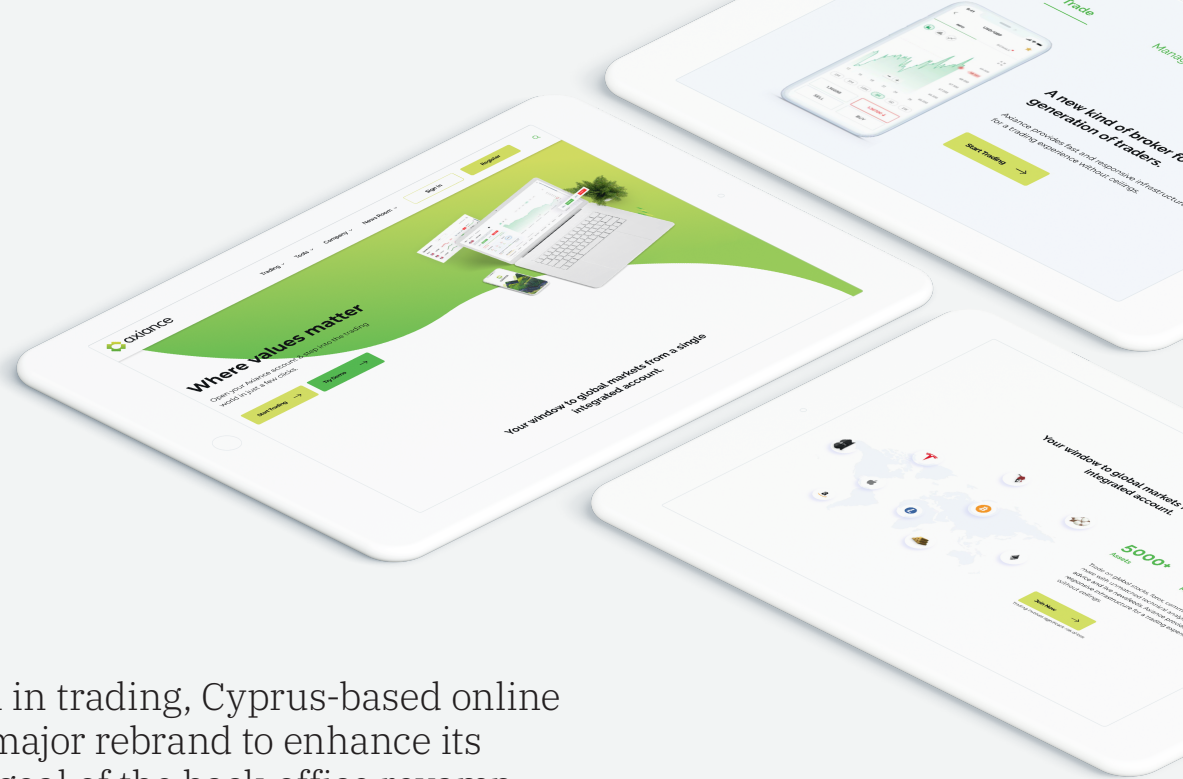
Responding to the ever-increasing competition in trading, Cyprus-based online broker Axiance (formerly EverFX) launched a major rebrand to enhance its services and value to customers. The primary goal of the back-office revamp was greater efficiency and increased automation — and Salesforce was seen as the best replacement for the existing legacy system.

Recommended by Salesforce and fellow iTechArt client IC Markets, we outperformed all of the other potential contenders to develop a full-fledged CRM solution. At the inception stage, our consultant helped Axiance select

the right Salesforce licenses to best support its business needs in the long run. We also created and executed a solid migration strategy to move the data accumulated over the last ten years from the existing infrastructure to Salesforce.

After just one week of working together, the client was so impressed by our expertise that they decided to further engage us in custom client service development.

As the company partners with multiple API vendors, our developers were tasked with integrating them into the new system without downtime and data loss.

iTechArt's team redesigned and implemented the client-facing mobile app on both Android and iOS, allowing users to have 24/7 real-time insight into their assets and access to all crucial functionality on the go.

Our solutions enabled Axiance to build a true omnichannel experience, delivering the right offer via the right channel at the right time, and, ultimately, increasing sales.

17

iTechArt team members

10

months of active engagement

3

completed sub-projects

200

different methods to deposit or withdraw money developed

What's more, automated customer onboarding and account management processes helped it reduce manual errors, improve user retention, and free up skilled specialists to focus on other value-adding activities. Finally, to increase customer loyalty, we also added multiple new languages to the system, as well as 200 different methods to deposit or withdraw money in compliance with all applicable laws and regulations.

Apex	Java	GraphQL
Lightning Web Components	PostgreSQL	Web Socket
REST API	Mongo	React Native
Web Service integrations	Kubernetes	Sales Cloud Enterprise Edition
Reports/Dashboards	React	Service Cloud Enterprise Edition