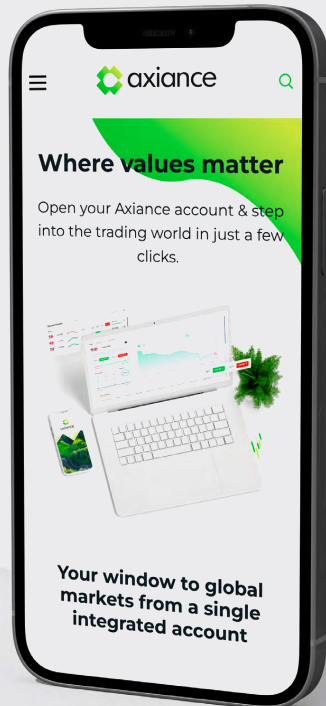


Axiance (formerly EverFX)



Responding to the ever-increasing competition in trading, Cyprus-based online broker Axiance (formerly EverFX) launched a major rebrand to enhance their 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.

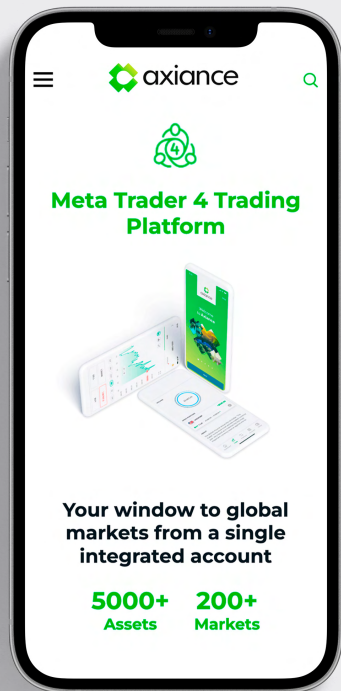
Recommended by Salesforce and fellow Vention client IC Markets, we were selected to develop a fully-fledged CRM solution.

We first helped Axiance select the right Salesforce licenses to best support their business needs in the long run, then worked to migrate ten years' worth of data.

Within one week, the client was so impressed that they decided to further engage us in custom client service development, tasking our developers with integrating multiple API vendors without downtime and data loss.

Vention's team then redesigned both their Android and iOS mobile apps, allowing users to have 24/7 real-time insight into their assets and access to all functionality on the go.

Axiance



16

months of active engagement

17

Vention team members

3

completed sub-projects

13

different methods
to deposit or withdraw
money developed

What's more, automated customer onboarding and account management processes helped them 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.

Tools & technologies

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