

A proposed solution by FX Software

Proactive Sales Support

2021.11.16



The logo graphic consists of three vertical bars of increasing height from left to right. The leftmost bar is green, the middle bar is green, and the rightmost bar is green. A white diagonal line runs from the bottom-left corner of the first bar to the top-right corner of the third bar. Above the bars, there are three gray squares of increasing size from left to right.

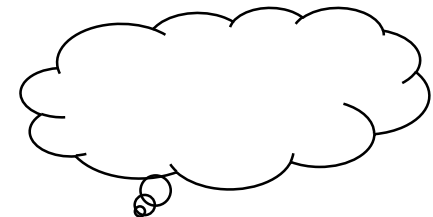
InFoReX

INTEGRATED TREASURY SYSTEM

The idea



Know your customer



Market movements



Sales history

DEAL TYPE ▼	TICKET	STATUS	CURRENCY	CURRENCY 2	SPOT RATE	AMOUNT	AMOUNT 2	CUSTOMER NAME
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567
Outright	0101010101998	🔴🔴	HUF	HUF	324,00000	2020.04.26	-8 333,00	4567

Advice



Treasury Sales Desk module

Sales Deal

Customer: 12277

Collateral value: 92 437 722.57 Total coll. req. 0% Free collateral: 92 437 722.57 Initial coll. req. 0

Customer Booking ID: CustomerViewObject

Auto refresh OFF Margin Position

Sales Deal List Internals Capture FX Deal Capture MM Deal Capture Option Deal

Deal date: 2018.08.07 2018.08.08 Expired Deals All Customer Ticket: 6061226552 Regenerate

CheckedAt	DealType	Ticket	Customer	Workflow	DealStatus	Base Currency	Country
2018.08.08.13:30:23	Outright	6061189104	10609	FX Margin	✓✓	EUR	🇮🇹
2018.08.07.0:00:00	Long Call	0061034555	12277	FX Margin	✓✓	EUR	🇯🇵
2018.08.07.11:41:05	Spot	6061188962	12277	FX Margin	✓✓	PLN	🇵🇱
2018.08.07.11:42:23	Outright	6061188963	12277	FX Margin	✓✓	PLN	🇵🇱
2018.08.07.11:46:06	Spot	6061188960	12277	FX Margin	✓✓	AUD	🇺🇸
2018.08.07.11:46:54	Outright	6061188961	12277	FX Margin	✓✓	AUD	🇺🇸
2018.08.07.11:47:55	Spot	6061188965	12277	FX Margin	✓✓	AUD	🇺🇸
2018.08.07.11:54:38	Spot	6061188966	12277	FX Margin	✓✓	USD	🇯🇵
2018.08.07.11:55:29	Outright	6061188967	12277	FX Margin	✓✓	USD	🇯🇵
2018.08.08.11:37:52	Spot	6061189070	12277	FX Margin	✓✓	EUR	🇮🇹
2018.08.08.11:38:34	Outright	6061189071	12277	FX Margin	✓✓	EUR	🇮🇹
2018.08.08.11:39:11	Spot	6061189072	12277	FX Margin	✓✓	EUR	🇯🇵
2018.08.08.11:39:48	Outright	6061189073	12277	FX Margin	✓✓	EUR	🇯🇵
2018.08.08.11:41:10	Spot	6061189074	12277	FX Margin	✓✓	GBP	🇺🇸
2018.08.08.11:42:06	Outright	6061189076	12277	FX Margin	✓✓	GBP	🇺🇸
2018.08.07.12:09:17	Outright	6061188973	12344	FX Margin	✓✓	USD	🇹🇷
2018.08.08.13:44:35	Outright	6061189111	12427	FX Conversion	✓✓	EUR	🇮🇹
2018.08.07.14:52:15	Borrow	6061189016	12656	Deposit	✓✓	HUF	🇮🇹
2018.08.07.14:53:46	Borrow	6061189017	12656	Deposit	✓✓	HUF	🇮🇹

Preliminary screen design

Augmented Intelligence to help dealers to generate business.

PROPOSED CUSTOMER (EXAMPLE USER)

Proposed Customer

ENTITY Entity1

PARAMETERS

MARGIN LEVEL

MARGIN LEVEL

GENERATE

FILTERS

CUSTOMER

PROPOSITION

REFRESH

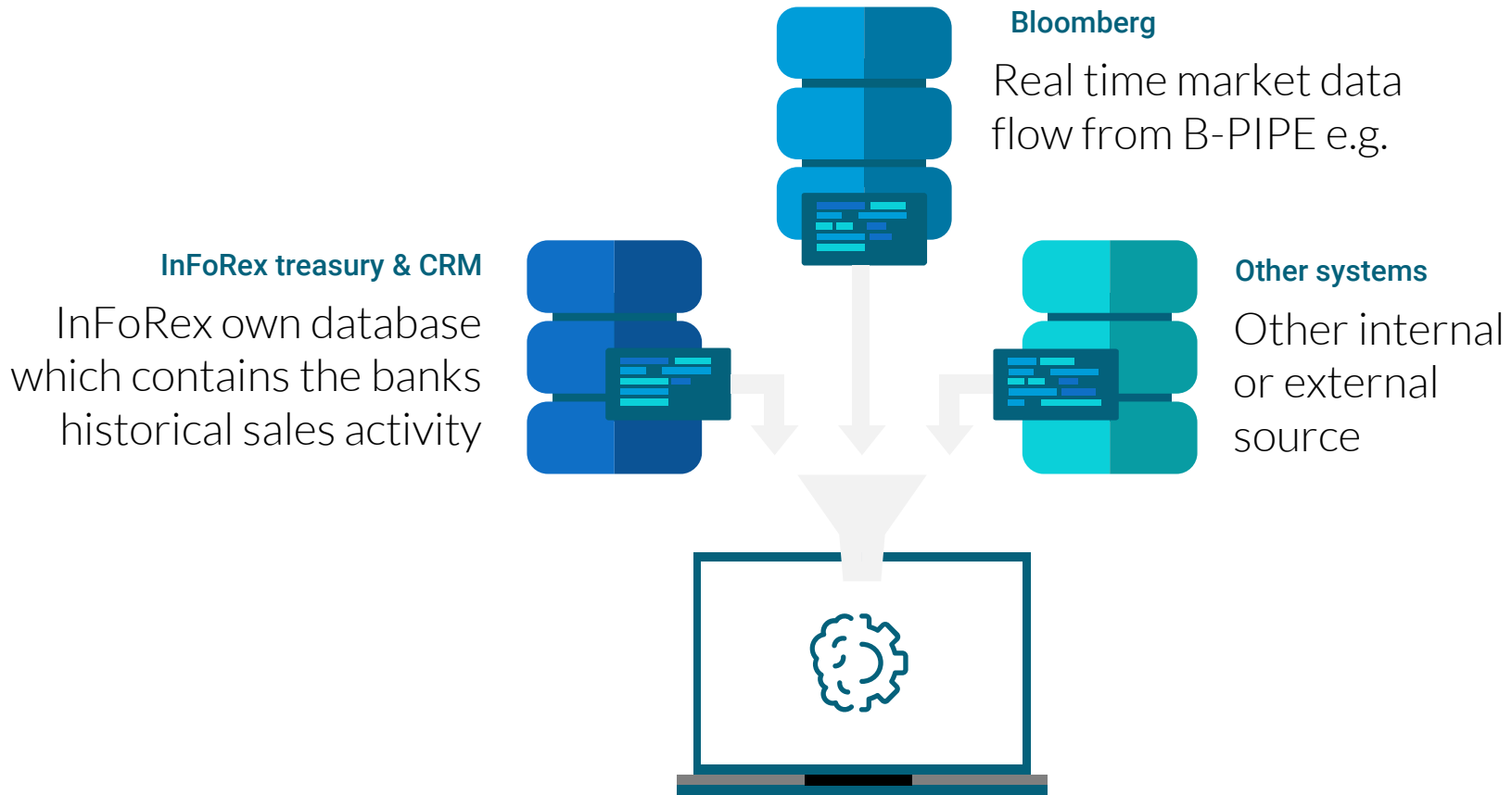
Generate

Log

Refresh

CUSTOMER NAME	PROPOSITION	CONTACTED	SUCCESS	RELATED DEAL
Antal Arnold	100%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1015682341
Antark Ferenc	95%	<input type="checkbox"/>	<input type="checkbox"/>	
Balázs Gyula	83%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1015623412
Cseri Eszter	77%	<input type="checkbox"/>	<input type="checkbox"/>	
Ferenczy Sándor	61%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Gyenes Angéla	58%	<input type="checkbox"/>	<input type="checkbox"/>	
Hahn Jenő	42%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1013245688
Tóth Péter	37%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1013425261
Tóth Ilona	22%	<input type="checkbox"/>	<input type="checkbox"/>	
Varga István	11%	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Varga Ottó	0%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1015515654
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Gyenes Angéla	58%	<input type="checkbox"/>	<input type="checkbox"/>	
Hahn Jenő	42%	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1013245688

Where does the information come from?





What kind of information?

Static



☐ Contract data

☐ MIFID data

☐ Customer data

Dynamic



☐ Market movements (exchange rates, curves)

☐ Deal activity (size, rythm, time of day)

☐ Margin level

☐ Number of margin calls

☐ Limit usage

☐ Open position

☐ Account balances (margin, free)

Could it be better?

With our CRM plugin, mood detection also can be available.

More available dynamic data:

- ❑ Comment quantity
- ❑ Comment quality
- ❑ Contact activity
- ❑ Declined deals

Customer Relationship Management

SEARCH FOR A CUSTOMER
Start type here...

CUSTOMER BASIC DATA

Legal Entity

CUSTOMER DISPLAY NAME COUNTRY CODE ZIP CODE CITY STREET

EMAIL PHONE FAX TAX ID

LEI CODE LEI CODE EXPIRATION DATE

TREASURY CONTRACTS

HPT. Conversion HPT. Deposit BSZT. Contract

START DATE MARGIN SPOT COMMENT FX TRADER PASSWORD

BANK SPECIFIC DATA

Authorized Person Bank Contact Client Contact Client Identifiers

NAME EMAIL ADDRESS PHONE NUMBER DEAL TYPES

COMMENT			
COMMENT	PRIORITY	ADDED AT	ADDED BY
Teszt 04.21.02	NORMAL	2021-04-28 10:39:29	tbalazs
teszt 4	NORMAL	2021-04-15 01:30:23	tbalazs
teszt 8	NORMAL	2021-04-15 03:04:21	tbalazs
teszt 6	NORMAL	2021-04-15 02:45:39	tbalazs
Teszt.04.29.01	HIGH	2021-04-29 09:54:06	Query user

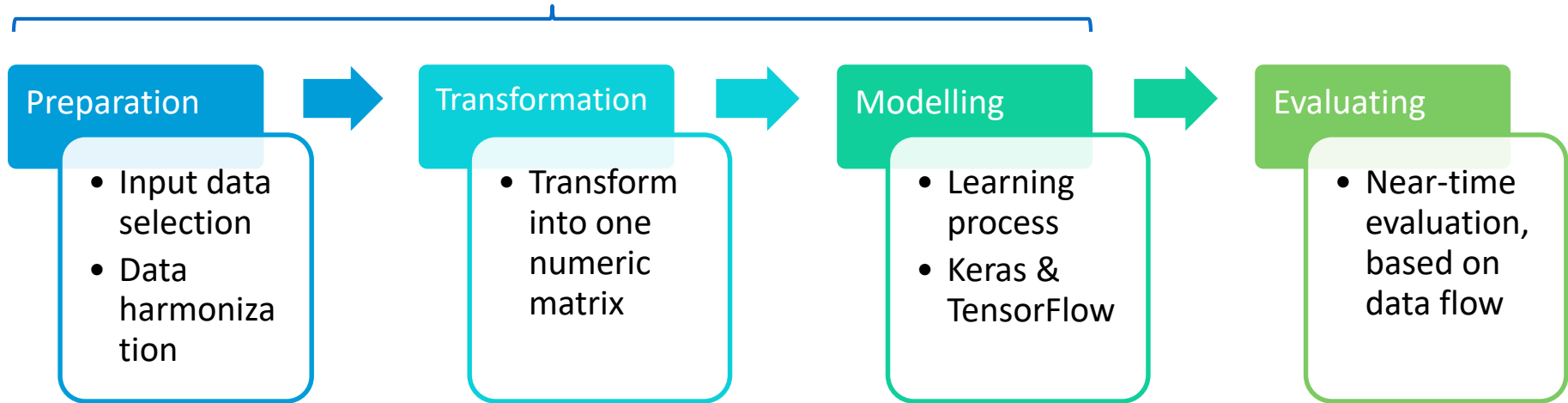
Teszt

PRIORITY NORMAL ADDED AT ADDED BY MODIFIED BY

+ ↺ B ✎ ✖

About the concept

End of day process



About Keras model:

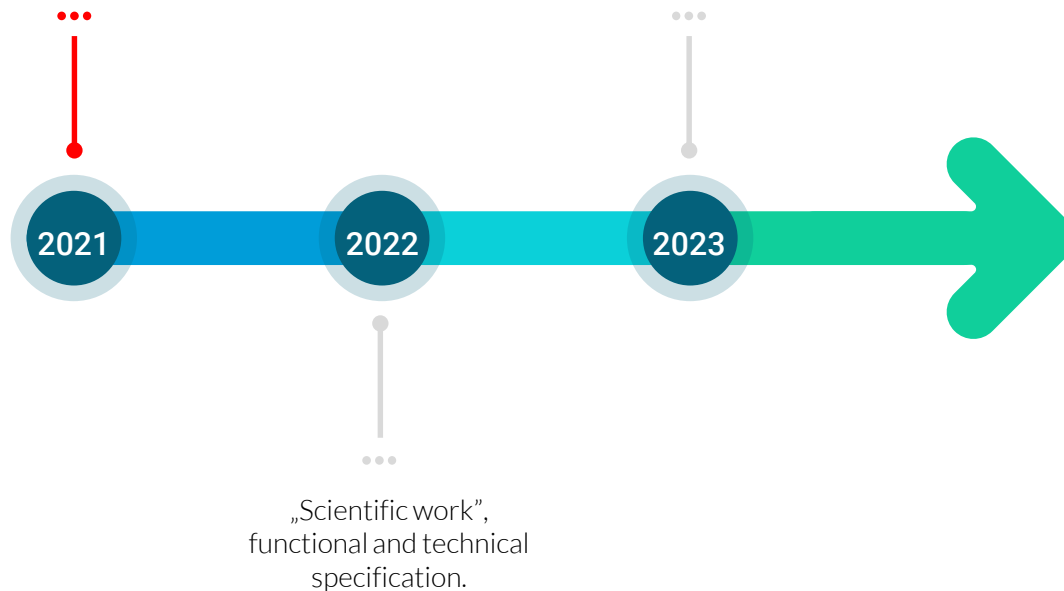
- Layers are the basic building blocks of the model. A layer consists of inputs-transformation-output set with various parametrization possibilities (e.g. linear or non-linear regression layer, dropout layer, for those interested: <https://keras.io/api/layers/>)
- The optimization also has a wide range of parameterization possibilities (what and how we value the goodness of the model).
- The scientific work which has to be done before any coding in the system, is to find the proper parameter set(s) to the business problem.

Roadmap

Idea generation,
usability research of AI
in treasury.

Concept development,
tool selection, business
case specification.

Development and early
bird access to the AI
solution.



„Scientific work”,
functional and technical
specification.

Rewrite and redesign of
entire sales module of
InFoRex.



Questions



Thank you for your attention!

