

## Tradebulls Securities Private Limited

A CUSTOMER CASE STUDY

Enterprise Mobility | RIWA™ Gateway | mCube SALES | Wemopix | RiwTALK

## Tradebulls Securities Private Limited

### mCube SALS (MIS, CRMS & LMS)

Tradebulls Securities (P) Limited is one of the upcoming brokers from Gujarat expanding their presence in other geographical regions in India.

Tradebulls provides a comprehensive range of financial services to retail and institutional investors. Services offered: Financial Services, Broking & Distribution, Wealth Management.

### BUSINESS INTELLIGENCE SOFTWARE

Tradebulls deals with NSE, BSE, MCX, and NCDEX and their goal is to increase their customer base and provide excellent services to end users related to trading and other financial products. They planned to develop a mechanism by which they can know about their employee's productivity and revenues for the company.

### CHALLENGE

Currently they are using bunches of excel files for getting relevant information about the productivity and revenues generated. But the biggest challenge is Tradebulls doesn't have any access of data for their sales team centrally and huge risk involved in sharing excels files. They don't have drilled down report to micro level to understand the productivity of each and every employee. They had struggle on each and every day for generating excels files from back office and on the top of that creating macro for each and every detail which is very cumbersome process to maintain. However, they felt the need of centralised system integrated with back office, HR and Lead management.

### SOLUTION

Cazaayan had come up with a very unique solution of mCube SALS for addressing the above problems of Tradebulls. Sales Dashboard integrated with their Back office, HR portal and Lead Management System provides Role Based, Dept. Wise, Region Wise, Branch Wise and RM detailed reports about the productivity and revenues generated by the company V/S targets. It has centralised data ware house which can be used to create any kind of report they want to view and do analysis on the performance of employees. It has Lead management module included into it which will show the status of each and every prospects along with their revenues generated. Technology used MS SQL, Apache Tomcat and HTML5. It support cross browser platform and Tablets.

### Tradebulls Securities (P) Limited

India

### Type

Private

### Industry

Financial Services, Broking & Distribution  
Wealth Management, Investment Banking

### Customer

Good Retail clients

### Key Benefit

Centralised Access  
Huge Data Warehouse  
Process Automation  
Integrated and single on.