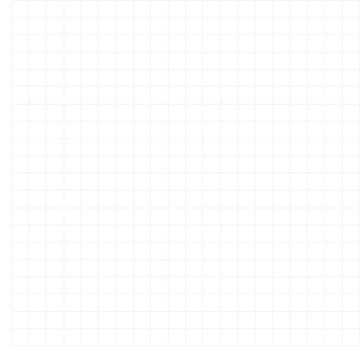


Why User Experience (UX) Matters to Corporate Clients

How UX can Build Loyalty and Long-Term Value





Tips on UX Configuration

User Experience (UX) may start with the interface, but it doesn't end there. For corporate clients, it defines the entire journey — from logging on, to entering payment or trade details, to completing a transaction with confidence and control.

Our approach to UX is grounded in real-world use cases. Each configuration has been informed by extensive feedback from corporate banking clients from across the global banking sector, ensuring that every interaction supports efficiency, clarity and trust at scale.

-  **Cross-Border Transactions**
-  **Mid-Cap Corporates**
-  **Large Global Corporates**





Cross-Border Transactions

For a positive user experience, platform simplicity will help guarantee the greatest level of acceptance and interaction.

The screenshot shows a trading interface for 'RFS SPOT/OUTRIGHT ALLOCATION'. The main quote for EUR/USD is 1.1617⁰. A 'Payments' dialog box is open, showing a 'SELL' order for 25,000.00 USD at a rate of 1.1636⁰ and a 'BUY' order for 21,122.00 EUR. The dialog also includes fields for 'Settle To' (EUR 9999 987645), 'Settle From' (USD 9991 122394), and a 'Trade Memo' field. Buttons for 'ACCEPT PRICE' and 'CANCEL' are visible, along with a timer 'Expires in 26 seconds.'

Create a safe environment for the user by restricting currency and value date options based on the user's profile

Consider the use of colors to easily indicate the buy and sell direction for the chosen currency

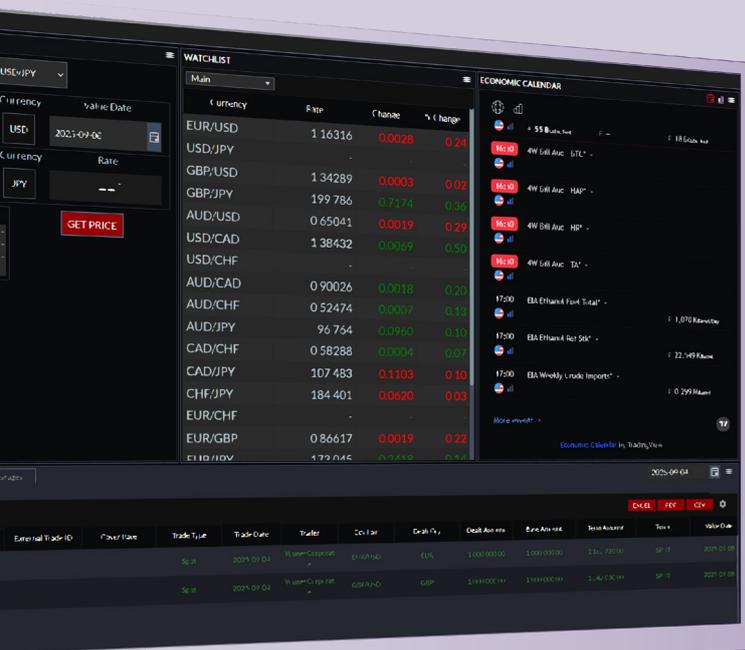
Customize the frequency of FX rate updates based on the user's level of trading sophistication



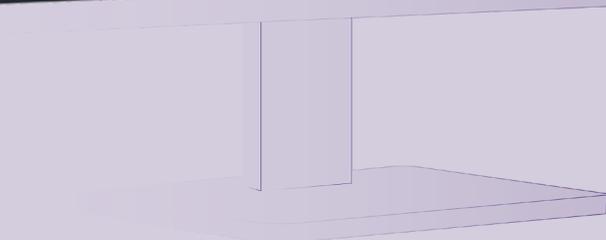


Mid-Cap Corporates

A mid-cap corporate may desire a more sophisticated trading screen, but will still benefit from thoughtful visual cues

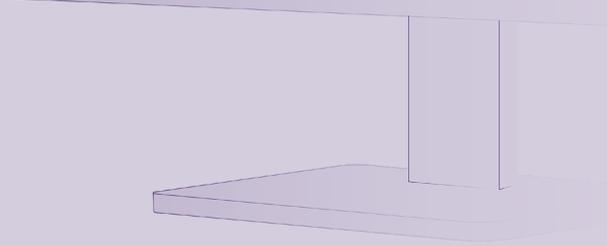
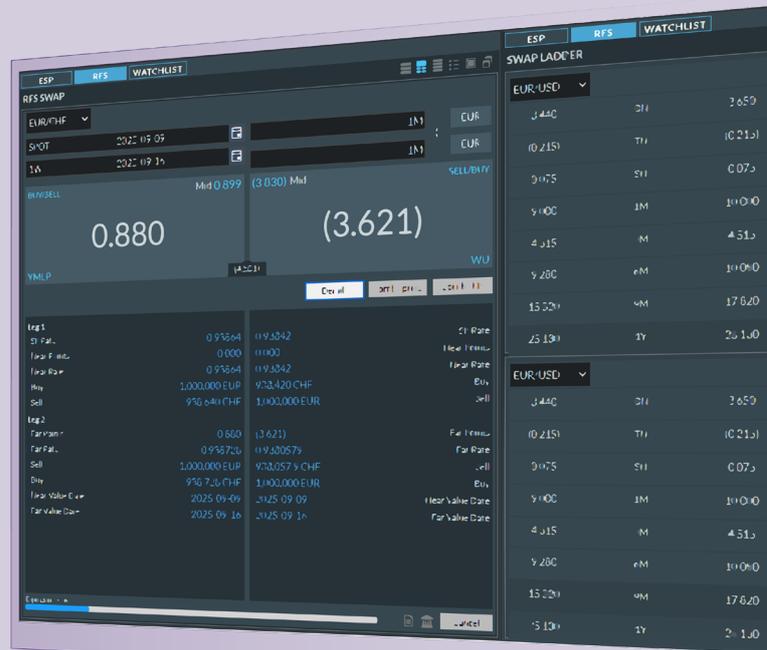


Regional banks agree that limiting the screen to one-sided pricing is still one of the best ways to protect their clients



For customers, whose needs have grown beyond basic cross-border payments, the ability to easily configure each user with the appropriate combination of modules is crucial to retaining them on your platform

Additional modules to consider include window forwards, swaps, forward ladders, multi-value date batches, economic or holiday calendars, and charting functionality





Large-Global Corporates

A full-fledged screen with a complete range of institutional functionality is more suited for large global corporates



Large corporate banks find that these users often want access to specific order types such as limit orders and time weighted algos

Consider offering executable streaming prices (ESP) in addition to request for quote (RFQ) for your most sophisticated users

The key to retaining a customer is to provide everything under one login and within one environment, so that they have no reason to look elsewhere

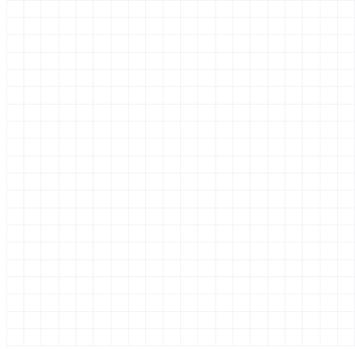


Always on your terms

Our technology is incredibly configurable. In fact, each one of the hundreds of banks that use Integral's offering has their own unique and distinct implementation, helping to underscore the power of flexible configuration.

Our cloud-based systems have helped banks around the world deploy truly bespoke and differentiated e-trading services designed to manage and grow their corporate and institutional business.

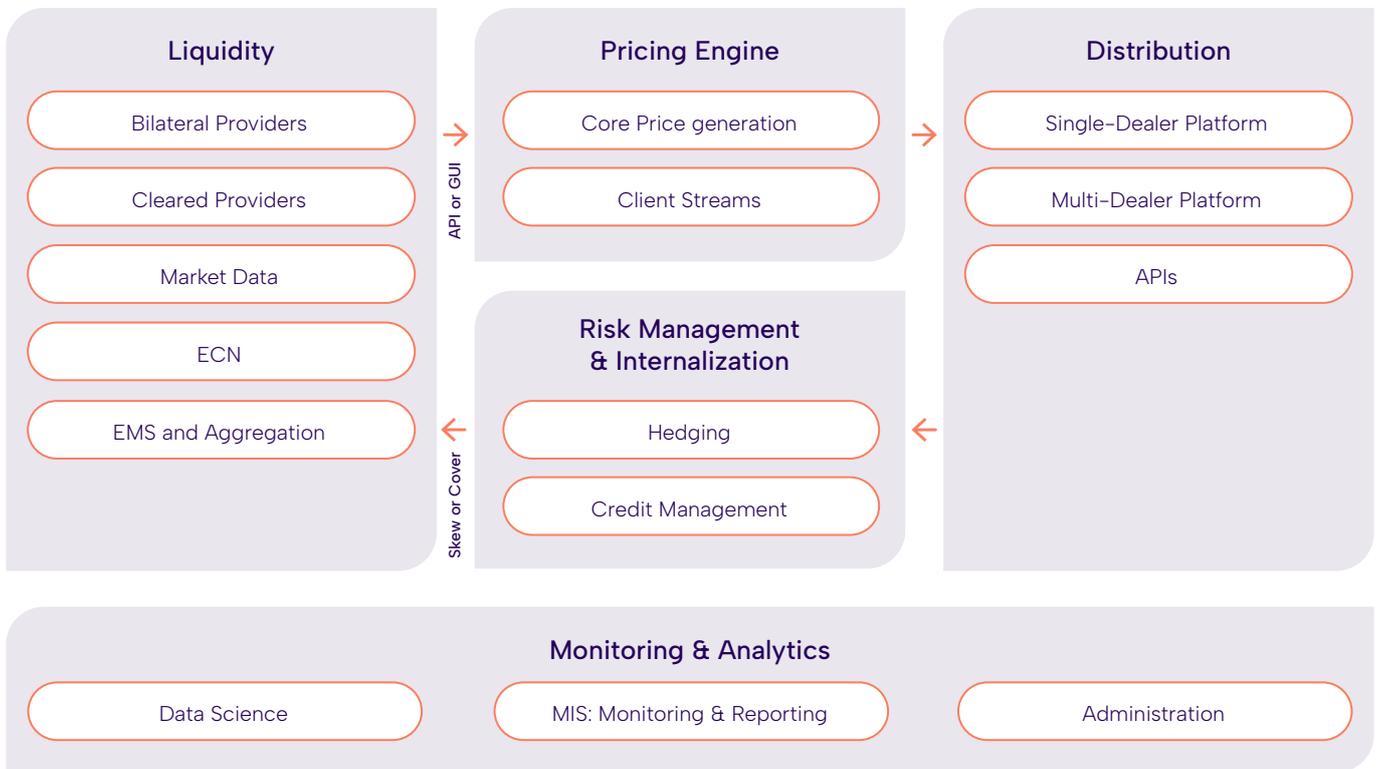




About Integral

Integral is the trusted currency technology partner to hundreds of financial institutions, including banks, brokers, investors, and cross-border payment companies, who embed our technology into their workflows and client-facing services.

Our configurable, cloud-based platform delivers highly reliable trading technology for FX, digital assets and precious metals, with the resiliency and scalability to match your ambitions.



Integral

For more information
on Integral visit:

integral.com

