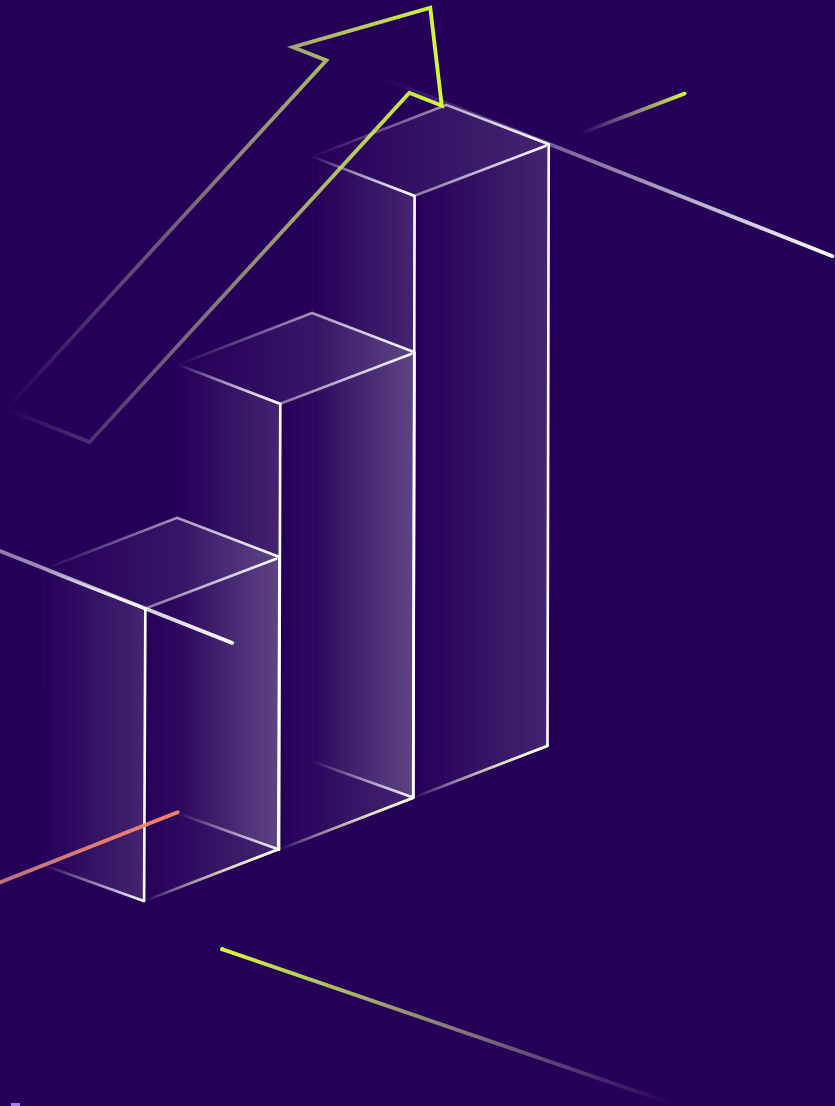


# Integral



## The Retail Broker's Edge

How Subscription-Based Trading Tech Unlocks  
New Competitive Advantage



# The shift to fixed-cost technology

**With a subscription SaaS based model, some retail brokers find they are saving as much as 70% on the fees they are paying.**

**Retail brokers are moving away from the traditional brokerage models and turning to tech vendors for fairer, more cost-effective solutions.**

In the world of retail brokerage, technology can be a game-changer. For years, brokers have outsourced the development and maintenance of this complex technology to third-party vendors, paying them a variable 'per million dollars' traded fee (a brokerage fee).

The problem is, brokers have found themselves paying high amounts for their third-party tech. Over time, these costs creep steadily upwards, not as the product improves or technology evolves, but as the retail brokers trading volumes increase. For large retail brokers, the cost of their technology under a 'per million dollars' traded model can rise into the millions of dollars.

The adoption of the cloud has given retail brokers more flexible options for licensing trading technology. A growing trend is the use of SaaS-based trading technology for a fixed monthly subscription, providing brokers with the cost certainty they need and enabling them to save money

With a subscription SaaS based model, some retail brokers find they are saving as much as 70% on the fees they are paying. These kinds of savings are persuasive, but there are many other benefits to switching to a technology offering on a fixed subscription model.

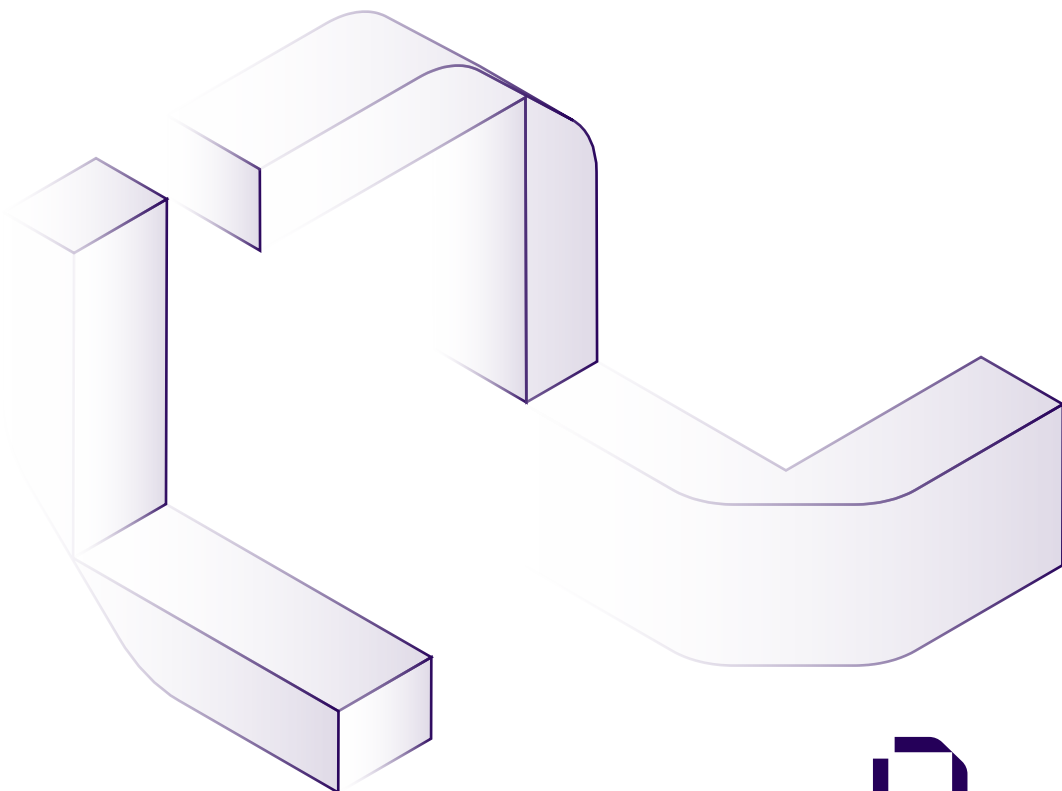


# The high cost to pay for an **outdated model**

**The traditional model of brokers paying for their technology on a 'per million dollars' traded basis may have been the norm for decades, but does it still make sense in today's competitive market?**

Right now, brokers are feeling the squeeze. Customer acquisition costs keep rising as traders become more sophisticated and online competition intensifies. To stay ahead, brokers are pouring money into education and marketing, all while facing relentless pressure to enhance services on ever-thinner margins. The "race to zero" on bid-ask spreads is cutting deeper into revenue per client, leaving little room for reinvestment.

In this environment, unpredictable technology costs on a 'per million dollars' traded model only add to the challenge. Brokers need a pricing model for their trading technology that delivers cost certainty – freeing up resources to reinvest where it matters most.



# It's not just outdated – it's a business obstacle

Technology licensed to brokers on a 'pay per million' dollars traded isn't just out of date, it penalizes brokers for their successes.

## When growth drives cost up, scaling becomes a challenge.

### *Is your technology cost structure helping your growth – or holding it back?*

Retail brokers work hard to grow their business – investing in client acquisition, upgrading services, and expanding their reach. But under the traditional 'pay per million' model, success comes at a price. The more the broker trades, the more they pay, turning technology costs into an unwelcome 'tax' on growth. Instead of reaping the rewards of their expansion, brokers find themselves penalized for doing well.

## Third party technology on a brokerage model can introduce cost volatility.

### *How predictable is pricing if it fluctuates with trading volume?*

Outsourcing tech should be a no-brainer for cutting costs. Brokers can skip hefty investments in infrastructure, specialized talent, and ongoing system upkeep. The goal isn't just to lower the total cost of ownership (TCO) – it's using the right tech to maximize profitability. Third-party technology should fuel your trading business's growth, not just reduce expenses. But here's the catch. Brokerage-based pricing models can make those savings feel out of reach. With costs fluctuating unpredictably, brokers face volatility that turns expense management into a headache. Instead of realizing the full benefits of outsourcing, they end up stuck with the very inefficiencies they aimed to avoid.



### How volume-based fees punish brokers for managing risk.

***Shouldn't pricing models reflect the realities of a broker's business, rather than penalizing them for internalizing risk?***

Brokers often actively manage risk by holding the opposite side of client positions, yet the traditional vendor pricing model fails to recognize this distinction. Instead of being fairly compensated for the risk they take, these brokers face a fee structure that erodes profitability on every trade, whether A- or B-book. This approach not only undermines their ability to scale but also imposes unfair costs on brokers who assume market exposure. A more balanced approach, such as a fixed monthly subscription, creates a fairer, more sustainable framework for brokers to thrive.

### The strain on emerging and growing brokers.

***In such tight-margin environments, how can emerging brokers manage unpredictable technology costs without compromising their ability to scale or grow?***

Operating in a high-volume, low-margin environment means that even a small increase in technology costs can have a significant impact on the bottom line. For emerging brokers, this is particularly troublesome. If tech costs spike in a high-volume month, they can't easily absorb the increase or pass it on to traders without risking their market position – or, in some cases, their solvency.



# Benefits of a fixed monthly subscription to power your brokerage

**Without confidence in your balance sheet, investing in growth – whether improving services, acquiring customers, or differentiating from competitors – becomes impossible. Yet, for long-term survival, it's essential. This is where a fixed monthly subscription model makes all the difference, providing cost predictability that allows brokers to plan, invest, and scale with confidence.**

There are many benefits of switching to a SaaS solution with a fixed monthly subscription in place of a traditional 'pay per million' traded model:

With a fair idea of your incomings and confidence in your outgoings, you can understand what's left to explore new markets, seek out opportunities and develop fresh offerings.

- You can be confident that you're paying a fee that is transparent and fair, and only paying for what you need. A fixed monthly subscription allows you to have confidence in your costs so you can plan for the future.
- By paying a fixed monthly subscription fee, a SaaS solution reduces your total cost of ownership (TCO) and you could see return on your investment faster.
- A lower TCO makes trading technologies more accessible to all types and sizes of businesses. With a monthly subscription fee, institutional scale and top-tier architecture is more accessible to new and fast-growing brokers that wouldn't be able to afford such solutions if tied to a 'pay per million' fee.

"By transitioning to a fixed monthly subscription model with Integral, we achieve greater predictability and control in our operational costs. This change allows us to better manage expenses over the long term. Previously, costs fluctuated based on the traded volume, which could be difficult to anticipate. The fixed subscription reduces these uncertainties and provides us with more flexibility to allocate resources to other key areas of our business. Over time, this model should drive cost efficiencies, particularly as trading volumes increase."

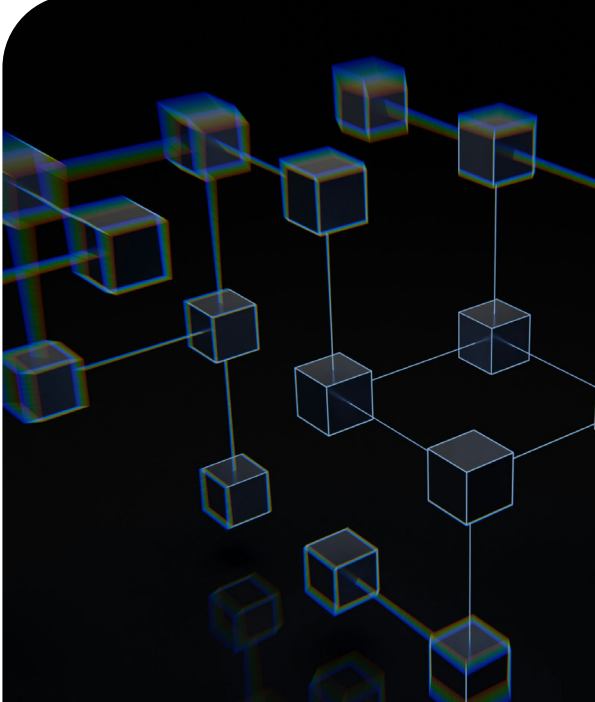
**Grace Chan**  
**Executive Director, Philip Nova**



## How to get institutional-grade FX and crypto trading technology with high configurability – without the limitless costs.

**Of course, it's not just about licensing technology on a fixed monthly subscription. You need a robust and reliable technology stack that enables you to deliver the services traders want, and grow your business in the way that you need to.**

- Institutional grade cloud technology that offers the full benefits of scalability, security, and performance – all through a single instance of software, allowing you to extend your services to new locations, instantly deploy enhancements and adapt to changing market demands
- High-degree of configurability built into trading workflows, so you can tailor your services at a granular level and effectively deliver the services your clients need
- System scalability, so you only buy what your business needs. This is important to enable a quick start and scale without heavy infrastructure investments.
- Higher levels of resiliency so that you and your systems will be able to handle high-throughput and trade processing in any market scenario
- Versatility to support the full suite of FX, Precious Metals, CFDs and Digital products.
- Easy and convenient connectivity to integrate with any liquidity source and third-party platforms such as FIX API, MT4 Bridge, and MT5 Gateway.



**Configurable Workflows.  
Competitive Advantage**

For example, a state-of-the-art pricing engine should respond quickly and efficiently to both scheduled events – like end-of-day rollovers – and unexpected market shifts, such as news announcements. It should also adapt dynamically to changes in trader behavior, such as increased flow difficulty or toxic order flow, by automatically adjusting spreads, fine-tuning pricing strategies, or switching between A- and B-book execution according to predefined rules.



**“A fixed model only prospers when partnered with an established vendor capable of providing the mature and reliable technology that can scale to support our needs. Without this foundation, the model does not benefit either party.”**

Mohammed Mazeh

Head of Dealing and System Administrator FxGrow

## Tips for choosing a technology provider

To your business, you need to choose a technology partner that will set you up for success.

A winning combination of the right solution, extensive support and ongoing service – all for a transparent and fixed monthly subscription – will enable you to start seeing a return on your investment quickly.

## The solution

Choose a tech partner that will make it easy for you to switch technology initially, but also makes it easy for you to grow as you move forward. The right partner should provide fast implementation and easy maintenance so you can get up-and-running quickly and start realizing the value in your technology solution as soon as possible. Easy to integrate APIs and the potential for extensive configuration will make the product easy to use with a wide range of software.

## The service

Opt for a partner that has the maturity and infrastructure to support long-term growth. This will mean you can focus on running your business and have complete confidence in your technology solution. Look for an established and respected provider with infrastructure that enables your entire business to run advanced technology on a unified system, making it easier to roll out enhancements for the best value and scale, wherever your operations take you.

## The support

Look for a partner that will provide ongoing support. It's the technical set up and management of solutions that put brokers off switching technology solutions, but the right partner will take this stress away. With the right partner, their team of experts and product specialists should be able to support you through deployment, testing, roll out and beyond. This means you are able to focus on your business, confident in minimal downtime and fast issue resolution so choose a partner with the capabilities and resources to deal seamlessly with issue resolution.



## Next Steps

Contact us to learn more about how you can build a stronger, long-term brokerage business with the right technology provider. Visit [integral.com](https://integral.com)

Integral is the currency technology partner to hundreds of financial institutions – including banks, brokers, and cross-border payment companies – who have embedded Integral’s technology into their workflows and customer facing services.

In a market weighed down by years of accumulated legacy systems, Integral’s cloud-native, API-first solutions simplify, automate, and liberate trading workflows across the execution lifecycle, making institutional-grade technology more accessible than ever.

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