

ETNA
WWW.ETNASOFT.COM



ETNA Trader

- White Label Trading Platform
- Custom Tailored for Brokers and Traders
- App Marketplace for Developers
- Cloud Hosted Platform as a Service

For Brokers

ETNA Trader is an all-in-one online brokerage platform that can be private labeled and customized for brokers, individual traders, and FinTech developers.

BROKER DEALER OUT-OF-THE-BOX

Our broker clients only need a broker dealer license to run a business. ETNA provides and maintains all the technologies in compliance with FINRA/SEC. Turn-key deployment facilitates and speeds up market entry. Get up and running in weeks with a fully branded platform.

CUSTOM TAILORED

Highly modular architecture enables components to be used together or separately, just like LEGO. ETNA's team of top notch developers will configure the platform and create proprietary "bells and whistles" to make the product invaluable to your customers.

USAGE BASED PRICING

Usage-based pricing dramatically reduces initial investment in technology and establishes a shared goal of maximizing performance, usability, trading volume, commissions and profits. Meanwhile, our team of world class developers is making sure your technology is cutting edge.

WHITE LABEL

Private label ETNA Broker with your unique style, brand, colors and even language.

ADDED VALUE SERVICES

Hosting, market data, support and maintenance, premium content and professional services.

AWARDS

ETNA has delivered superior financial software for over 12 years with our products receiving prestigious WSJ Barron's magazine awards and industry recognition.

BROKER NEUTRAL TRADING PLATFORM

Free yourself from your brokers trading technology. Our platform is pre-integrated with many big names in the industry. Choose whichever broker you desire and use ETNA's technology to send orders.

MOBILE TRADING PLATFORM

iOS and Android apps make it easy to trade whether you're on-the-go or pool side. Never miss another opportunity with the ability to invest or sell from anywhere in the world.



- App marketplace for developers
- Trading tech components for developers
- OMS/EMS
- Back and Middle Office

ETNA'S APP MARKETPLACE

Provides a place for the developer community to showcase their unique trading technology. We are actively looking to add more apps specializing in trading education, specialty indicators, screening tools, market data, and anything that will give traders the ability to make educated investment decisions.

For Traders

TONS OF TRADING APPS

Our app marketplace is full of free and paid apps that will help you make smarter investment decisions.

WEB TRADING PLATFORM

No need to download anything. Just open up a web browser and get instant access to our full line of trading tools. It is easily customizable for the novice or expert depending on your needs.

For Developers

COMPONENTS FOR FINTECH DEVELOPERS

ETNA works with developers to create custom trading platforms. With a library of components encompassing the entire functionality of broker operations, ETNA creates customized trading front-ends, OMS and middle and back office technologies. Developers use ETNA's platform as a foundation for building their trading technology products, freeing up resources to focus on their unique value proposition while ETNA provides and maintains the entire generic underlying trading infrastructure.

Web Trading Terminal

Rich Web-based HTML5 Trading Terminal

ETNA Trader is based on the latest HTML5 front-end technology, enabling the best possible user experience. Traders appreciate real time streaming data, linking trading data between widgets and charts with advanced technical analysis.



Customizable Layout

Revolutionary HTML5 front-end based on tabs and widgets with multiple color schemes and multilingual support. Link trading data between widgets and charts for complex market monitoring setups. Create and save custom layouts with desired set of features in less than a minute.

Paper Money and Simulated Trading



Paper trading capability to trade with virtual money for product evaluation, trading education or testing trading strategy before risking real money.



Advanced Charts with Technical Analysis

Analyze historical performance on multiple periods and timeframes, compare performance to industry indices, on-chart drawing and measurement tools



Level I & II Streaming Quotes

Proprietary data streaming technology for low latency Level I and Level II market data. Autoadjustable streaming frequency according to connection speed.



Date	Symbol	Side	Quantity	Open/Fill	Exchange
2013-08-13 16:13:59	MSFT	Buy	100	0 / 100	Auto
2013-05-02 09:03:40	FB	Buy	10	0 / 10	Auto
2013-05-02 09:02:13	UNXL	Buy	100	0 / 100	Auto
2013-05-02 08:58:25	SCTY	Buy	20	0 / 20	Auto
2013-05-02 08:55:16	SCTY	Sell	20	0 / 200	Auto
2013-05-02 08:54:49	AAPL	Buy	1	0 / 1	Auto
2013-05-01 12:35:22	TSLA	Buy	100	0 / 100	Auto
2013-05-01 12:34:57	SCTY	Buy	200	0 / 200	Auto
2013-05-01 12:31:47	TSLA	Buy	100	0 / 100	Auto
2013-05-01 12:31:22	MSFT	Buy	100	0 / 100	Auto

Orders/Positions Entry and Monitoring

Place market, limit, stop, stop limit and conditional orders from virtually anywhere in the system - trade ticket, watch list, charts, positions monitor. Watch order status, positions market value, profit-loss, margin and risk parameters in real time.

Risk Management and Alerts

Set up custom alerts to be triggered when certain criteria are met.

News and Social Trading

Make informed trading decisions with market news and social trading components including Twitter sentiments and chat rooms.

Extension API

Flexible integration API to add any 3rd party components or create your own proprietary widgets.



Mobile Trading Platform

State-of-the-Art iOS/Android Trading Terminal

ETNA's mobile trading terminal is a set of native iOS and Android applications that are a must have. They are ideal for any trader looking to stay tuned to the market and make instantaneous trading decisions on the go.



- Advanced Charts
- Streaming Quotes
- Complex Order Types Support
- Order Entry and Monitoring
- News and Social Trading
- Real-Time Risk and PL
- Paper Money and Simulated Trading



Download demo app for your device

iPhone/iPad



Android devices



Middle and Back Office for Brokers

ETNA Trader enables complete regulatory compliance along with user registration process, account opening, trading blotter, alerting service, real time P/L, buying power and risk management, commission management and security master database.

■ Account/Order/Position Management

User and account management with real time balance calculations and adjustments. Automatic FINRA, KYC compliant user creation service. Account statements with exports. Manage user behavior and business metrics.

■ Compliance and Reporting

Compliant with US regulatory framework (FINRA, SEC, KYC, day trading regulations, OATS, Regulation-T, and other regulations are supported) and featuring advanced reporting for regulators compliant with the Dodd-Frank Act, EMIR and the forthcoming MiFID II. Use order history and order book to generate required reports, with rich asset allocation charting tools and margin requirements options.

■ Real-time Buying Power and Margin Requirements

Customizable notifications and alerting service to keep important things in perspective. Trading Blotter: Orders, trades, exposure, risk management and margin (portfolio, reg-T) calculations and adjustment in real time.

■ Risk Management

Risk management procedures and controls, including regulation, exposure and fat finger controls.

■ Commissions Management

Intuitive commission management system with reporting capabilities and with the ability to merge with internal client systems.

■ Security Master Database

Security Master for automatic corporate actions lifecycle, both automatic and on-demand reconciliations. Alerts and limitation system to protect clients' assets.

■ Routing to Multiple Markets

Broker neutral platform which can be connected to a market of your choice. Asset class neutral to trade stocks, options, futures, and FX as well as exotic and new asset classes.

■ Multiple Market Data Providers

Take advantage of the out of the box market data or connect to your own provider.

■ Integrated with Clearing Firms

ETNA has long-term technology relationships and certified integration with most popular venues for execution and clearing.

■ Server or Cloud Hosted

ETNA Trader can be hosted on client's servers or in ETNA's data center at Nasdaq FinCloud. Uptime, failover, monitoring are the critical elements of ETNA Trader that reduce technology risks and guarantee platform's stability. Dedicated maintenance and 24/7 Support is available.



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Financial Technology Innovation
since 2002

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