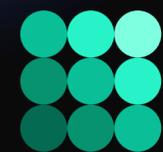


Software Development:

In-House vs Outsourcing vs White Label

Ivan Navodnyy
Chief Product Officer



 **B2Broker**TM
Liquidity. Technology.

b2broker.com

B2Bin TM
Digital Assets Processing

b2binpay.com

Software Product

Enterprise

Mid-Sized

Startup

System
Aggregation
& Routing

Front-End

Payment
System

Admin
Panel

Back-End

Translations

Mobile
App

MTA Queues Services Monitoring DatabaseCluster

Third-Party Integrations

KYC SMS VOIP Ticket System Marketing

Core Production Core Backup

Core Staging

Environment

AWS CloudFlare
Load Balancer DDoS Protection
Scaling Firewalls
GEO DNS

B2Core™ Case

MTA

ELK Logs

Queues

Grafana ZABBIX
Monitoring

Database Cluster

Team

70 IT Developers working on the Product

Updates

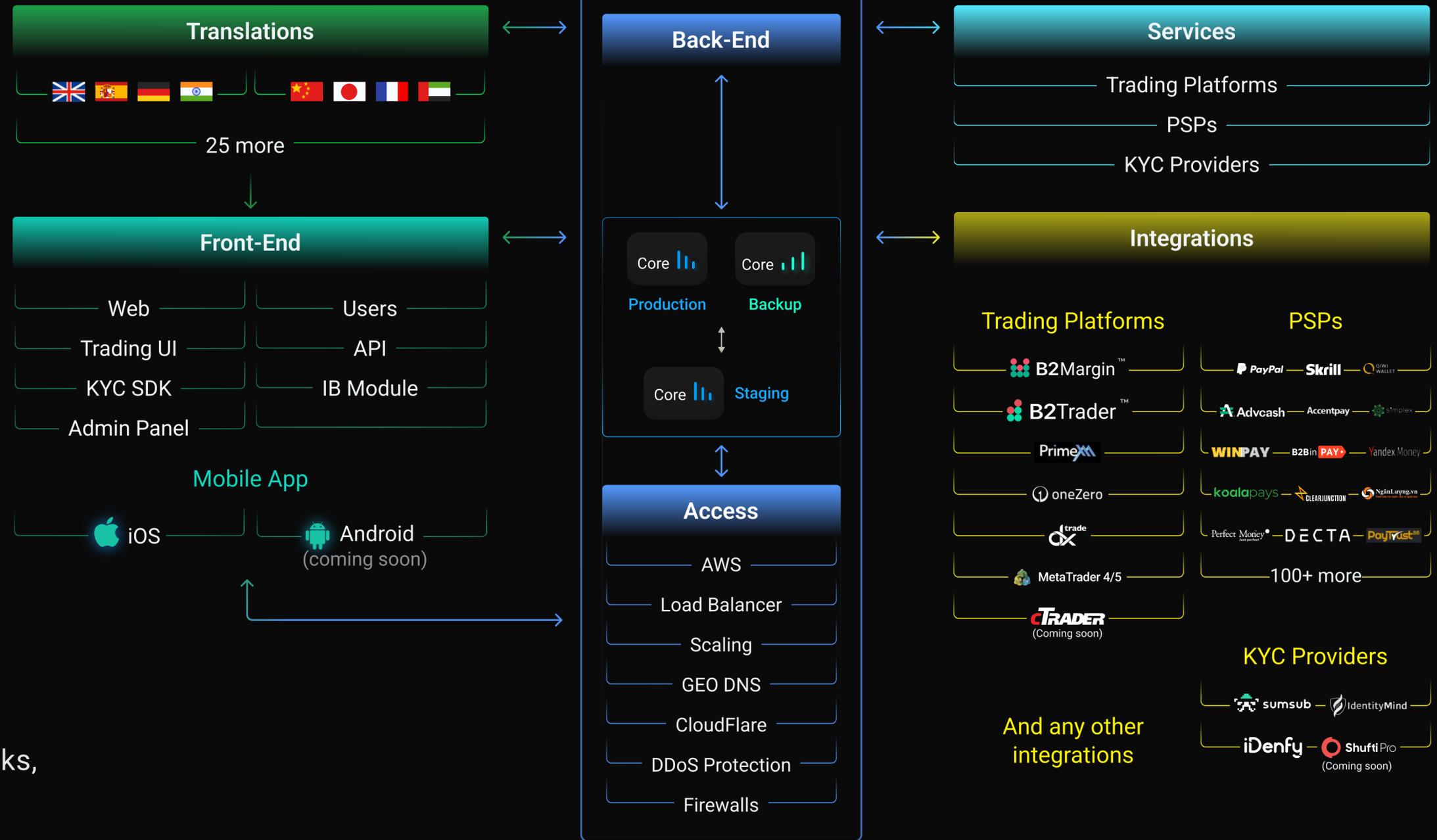
4 Major Versions with updates rolling every 2 weeks

Modules

100+

Clients

120+ Brokers, Exchanges, Converters, PSPs, Banks, Margin Exchanges



Software Labor

Basic

Technical Support \$ 500

Sales Manager \$ 1000 + commission

Mid-Sized

Account Manager \$ 1000 + commission

System Administrator \$ 1500

Back-End Developer \$ 4000

Front-End Developer \$ 3000

Enterprise

Project Manager \$ 1000

Technical Lead \$ 1000

HR \$ 1000

Recruiter \$ 2000

Technical Product Manager \$ 2000

Product Manager \$ 2000

Business Analyst \$ 2000

Q&A Specialist \$ 3000

DevOps \$ 3500

Architect \$ 2500

iOS Developer \$ 4000

Android Developer \$ 4000

MarkUp Developer \$ 4000

Expenses

White Label

Provider's Fee

Outsourcing

Salary

Company Workers Involvement

In-House

Salary

Office Rent

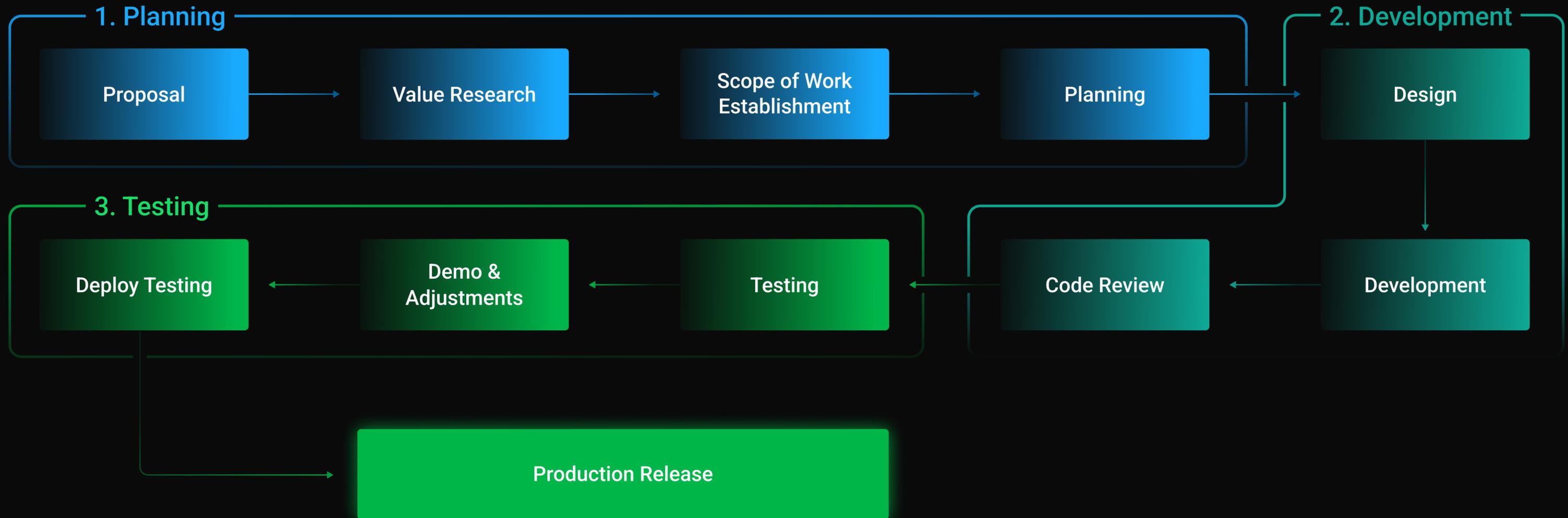
Equipment

Software Costs

 **100000**

Average savings per client (per month)

Development Cycle



Comparison

	White Label	In-House	Outsourcing		White Label	In-House	Outsourcing
Starting Cost	Low	High	Moderate	Branding Options	High	Limited	Limited
Ongoing Cost (Maintenance)	Low	High	Moderate	Integration Options	High	Depends	Depends
Evolution Speed	Fast	Moderate	Medium	Security Options	High	Depends	Depends
Time to Market	Fast	Slow	Average	Customization Freedom	Moderate	High	High
Customization and Additional Development Cost	Low	High	High	Customization and Additional Development Speed	Average	Fast	Fast
Easiness of Operations and Management	High	Depends	Depends	Intellectual Property Rights	No	Full ownership	Depends

B2Broker Ecosystem as of 15 March 2022

Technology



Trader's Room, Back Office CRM, Client's Portal
b2broker.com/products/b2core-traders-room



An affiliate program system to attract new users and increase trading turnover
b2broker.com/products/b2core-ib



Mobile app working across the range of our products
b2broker.com/products/mobile-app



Money Management Platform
b2broker.com/products/copy-trading-platform



Liquidity Aggregation Hub
b2broker.com/products/marksmen



Matching Engine Platform for Crypto Exchanges
b2broker.com/products/b2trader-cryptocurrency-exchange-software



Turnkey Brokerage Infrastructure
b2broker.com/products/mt4-white-label
b2broker.com/products/mt5-white-label



Payment



Digital assets processing provider for merchant and enterprise clients
B2BinPay.com



Digital banking services
eqwire.com



Banking solutions
b2bpaysolution.com

BAAS



Brokerage and exchange as a service
B2Broker.com

M&A



Venture capital fund
b2broker.com/products/b2broker-vc

Marketing



Design agency and video production
B2Broker.studio

Liquidity



Global Multi Asset Prime of Prime Liquidity Provider
B2Prime.com



Digital Assets Exchange for professional and corporate clients
b2bx.exchange

Licenses



Fully Authorised Investment Firm

Cyprus



Fully Authorised AEMI provider

UK



Fully Authorised Investment Dealer

Mauritius



Fully Authorised Provider of a Virtual Currency Service

Estonia

Membership



United Kingdom



Global

Offices around the world

London Hong-Kong Dubai
 Tallin Limassol and others

Employees **270**

Thank you!

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grow your business

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We can
Launch
or Exchange