

About QNB Invest

Established by QNB Bank in 1996, QNB Invest has continued to act with its experienced staff and its accumulation of knowledge, which has been acquired throughout the years.

Intermediary services to its individual and corporate, domestic and foreign customers, portfolio management, investment consultancy, asset management, institutional sales, investment banking, and custodian services are among the services provided by QNB Invest to its customers.

QNB Invest, with its extensive branch network, effective digital platforms, and over 250 employees, aims to comprehend the customers' needs and produce accurate solutions and has been working to establish a partnership that would last for a lifetime.

Goals & Objectives

QNB identified a need in the market for a more comprehensive and user-friendly digital trading platform that could serve both domestic and international investors.

The challenge was to create a single interface that could handle multiple investment products while remaining accessible to both novice and experienced traders.

OBJECTIVES

Platform Accessibility and Integration

Create a unified platform with a mobile-first design for easy access to local and global markets and diverse investment options

Improved User Experience

Develop a user-friendly interface featuring advanced analytics and real-time data to support trading activities across all expertise levels

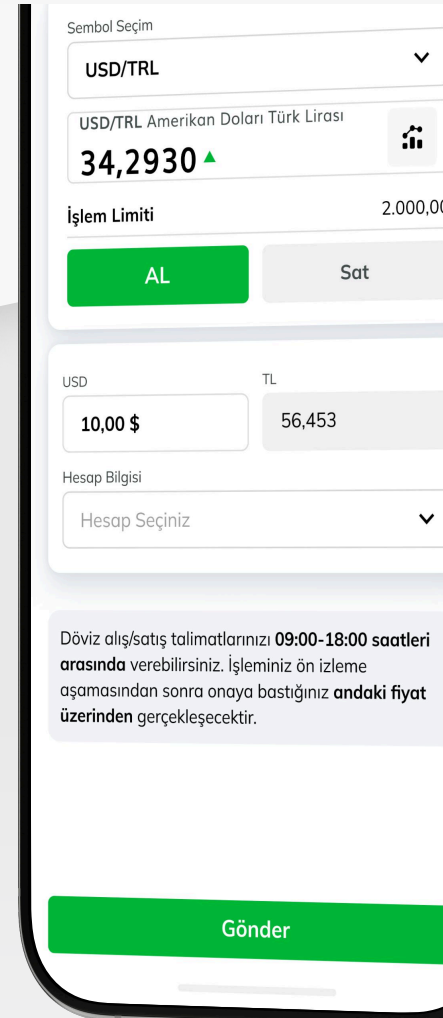
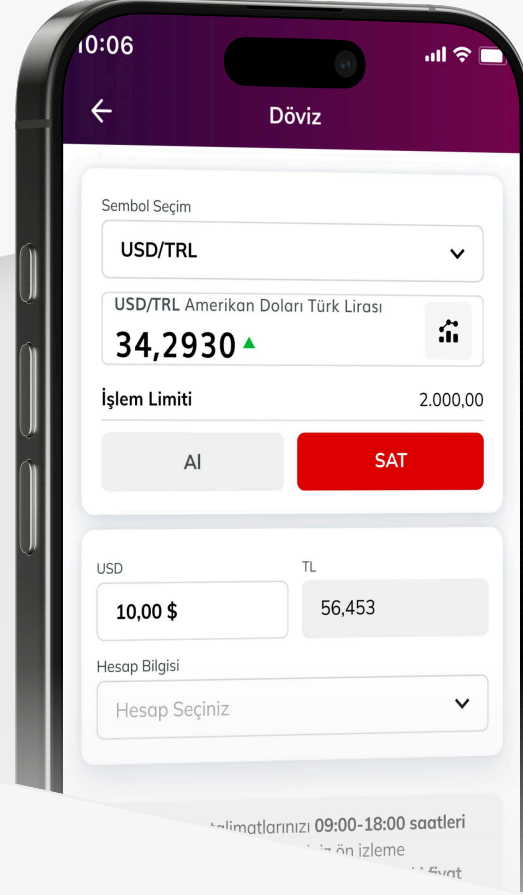
Technical Excellence

Build a high-performance, secure infrastructure capable of handling complex trading operations at scale

Market Leadership

Position QNB Finansinvest as the market leader in digital trading by expanding reach and driving widespread user adoption across investor segments

Why ForInvest?



For over 30 years, **ForInvest**'s expertise has been supporting clients across industries in improving financial operations and revolutionizing investment experiences with an exceptional team and technology infrastructure.

We blend creative design and results-driven execution to offer:

Turnkey Trading Solutions

Innovative end-to-end mobile and web development solutions for financial institutions, powered with PUBSUB architecture.

SDKs & Embedded Finance Solutions

Software development kits and embedded finance solutions to enable seamless integration of advanced financial services into existing applications.

Financial Widgets

Powerful finance and investment widgets with quick implementation of financial functionalities into any platform to maximize investor engagement.

Blending decades of financial and technological expertise with rigorous compliance and customer-driven innovation, ForInvest delivers solutions that not only set new standards in speed, security, and reliability but shape the future of investment technology.

70+

comprehensive mobile and web development projects

190

Employees with 50% Comprised of R&D

+2.5B

Data requests, cloud-native platform supporting

500+ TB

daily data transmission Robust infrastructure supporting

Solutions

ForInvest's expert team collaborated with QNB Invest to develop a comprehensive, scalable website and mobile application that elevates multi-channel investment experiences.

The development process focused on two key areas:

UI & UX Design Excellence: A seamless financial experience was crafted by rebuilding the entire user journey and interface. This resulted in a simple yet compelling new structure for both web and mobile platforms.

Advanced Technical Infrastructure: PubSub and Cloud technologies are implemented in the new infrastructure for system reliability and continuous service for financial transactions.

This turnkey solution leverages ForInvest's financial technology expertise to address user pain points while aligning with Akbank's innovative approach. It enables instant tracking of various markets, including stocks, VIOP, warrants, funds, and FX, and facilitates seamless transactions on **Borsa İstanbul**.

Results

Through the collaboration with ForInvest, QNB Invest launched a cutting-edge website and mobile application that set a new standard for digital financial services.

The new platforms provide seamless domestic and international trading capabilities through an intuitive interface, allowing users to execute transactions across a wide range of asset classes, including stocks, futures, warrants, investment funds, and ETFs.