



About ZBorsa

ZBorsa is Turkey's leading investment application, trusted by millions of users and developed with ForInvest and Ziraat Investment. It provides a comprehensive toolkit to help investors confidently navigate markets, anytime, anywhere.

ZBorsa's powerful platform offers complimentary access to all customers, enabling them to track and trade stocks, warrants, and VIOP contracts listed on BIST (Istanbul Stock Exchange) with real-time pricing without paying any BIST data fees.

Goals & Objectives

Ziraat Investment wanted to create an easy-to-use investment platform, an integrated digital ecosystem that could simplify complex trading for both casual and seasoned investors.

The challenge was implementing an embedded finance solution that would seamlessly integrate with Ziraat Bank's existing infrastructure while ensuring security and compliance to maintain investors' trust.

OBJECTIVES

Personalized Investment Journeys

Tailored trading experience through customizable dashboards, alerts, and unique insights

Real-Time Monitoring

Enable comprehensive real-time market monitoring through intuitive data visualization and analytics tools

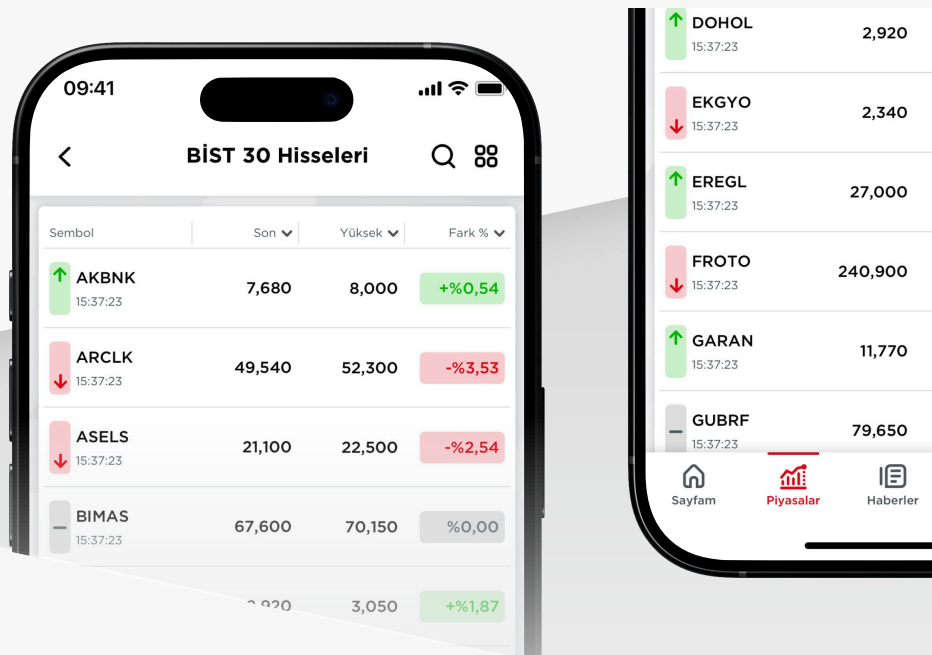
Enhance User Experience

Provide a seamless banking experience with high performance, user-friendly navigation, and robust functionality

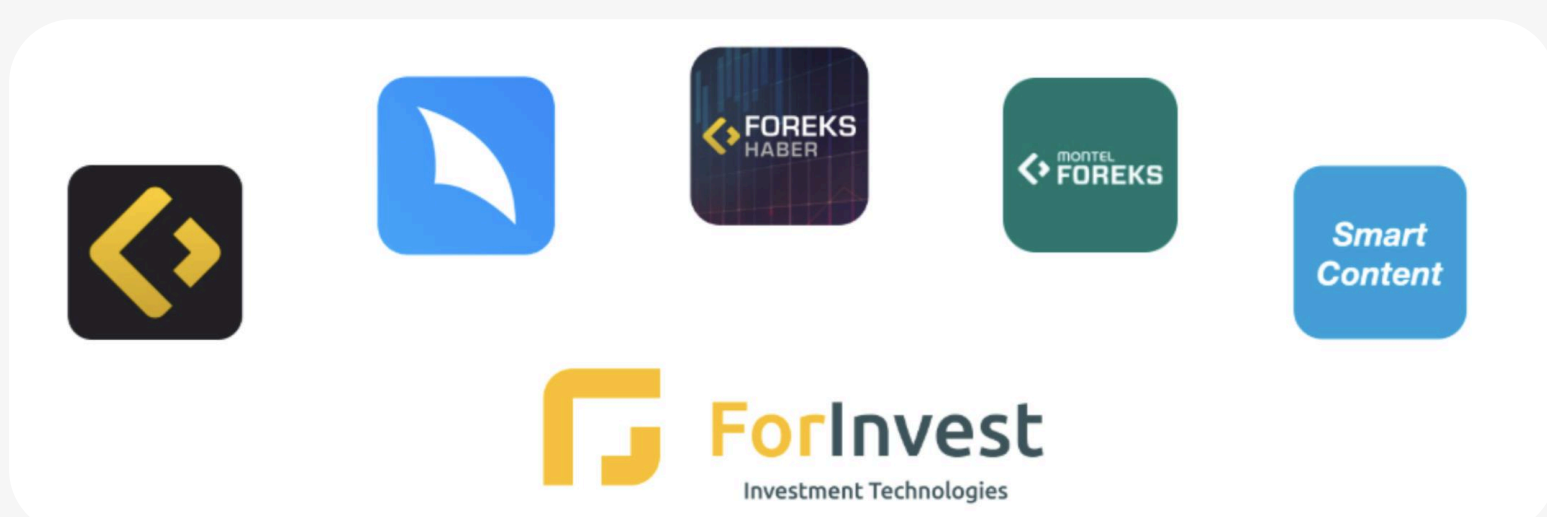
Expand Market Reach

Rapidly scale Ziraat Investment's assets through a new digital platform

Why ForInvest?



ForInvest stood out as the ideal partner for **ZBorsa's** digital investment platform transformation. It offers comprehensive experience in innovative investment solutions tailored for banks and brokerage houses.



With three decades of experience and an expert team, we have consistently supported clients around the world in enhancing operations, improving efficiency, and delivering exceptional investment experiences to end users.

Through agile methodology and customer-first design, we deliver:

Turnkey Trading Solutions

End-to-end financial solutions include market data, customized tech, cloud infrastructure, and ongoing support.

SDKs & Embedded Finance Solutions

Comprehensive development kits enable quick implementation of banking into your existing software infrastructure.

Financial Widgets

Dynamic investment widgets are designed to elevate investor relations and the trading experience across all platforms.

Solutions

ForInvest provided a comprehensive digital transformation for ZBorsa, delivering a complete, end-to-end solution that included real-time market data, customized technology, cloud-based microservices, and continuous support.

ForInvest's solution allowed ZBorsa to offer free access to all customers, empowering them to track and trade BIST-listed stocks, warrants, and VIOP contracts with real-time pricing without any additional BIST data fees.

Results

The collaboration between Ziraat Investment and ForInvest led to the successful launch of ZBorsa, transforming the digital investment experience for over 1.2 million users.

The implementation resulted in significant advancements in overall user interaction, including:

Comprehensive Mobile Experience: Users can now access a fully-featured mobile app with seamless account management and trading capabilities across all devices.

Enhanced User Interface: An intuitive interface enables quick navigation and efficient trading execution for all users.

Robust Infrastructure: The platform operates on a PubSub architecture that ensures reliable service delivery and scalability. **Real-Time Capabilities:** Users benefit from instant market data updates and swift transaction processing, enabling timely investment decisions.

Streamlined Operations: The enhanced digital infrastructure has improved operational efficiency while reducing maintenance costs.

This successful transformation underscores ForInvest's commitment to revolutionizing the investment industry through cutting-edge technology and customer-centric solutions, merging innovation with a rich legacy.