

# BaaS – Broker as a Service

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WHITE LABEL BY AVA

# What is BaaS?

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**BaaS is an easy to connect API's and widgets to Ava's CRM and Tracking systems along with the ability to communicate with the customer and full functioning broker suite**

Ava offers BaaS to potential partners, IB's and affiliates

# What BaaS includes?

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BaaS can be used modular and utilized fully or partially. The basic package includes:

- Widgets – 2 simple widgets to connect to any website
- Registration – Demo\Real customized widget
- Login\Forgot password widget
- Branding – Dedicated domain and logo
- Emails – dedicated CRM emails
- Content – uses MyAva's content (where AVA is mentioned it is replaced with the Broker name)
  - Dedicated content is not supported ATM
- Setup fee is \$15K
  - Monthly maintenance is \$2K
- Platforms and Mobile apps customization – separate cost

# How it's works?

First Name

Last Name

Email

Country of Residence

Phone Number

Base Currency  [What does account currency refer to?](#)

I would like to receive newsletters, special promotions, messages and updates.

**Create Account**

```
<div id="avaWidgetContainer"></div>
<script type="text/javascript">
var widgetLoader = function () {
window.Smjava = {};
window.Smjava.layout = new Object();
window.Smjava.layout.settings = {
Lang: "en"
};
window.Smjava.regWidget = new Object();
window.Smjava.regWidget.configs = {};

window.Smjava.TrackingParameters = [{"Tag1": "Tag2"}];
window.Smjava.regType = 1;
window.Smjava.security = { licenseKey: "" };
var script = document.createElement("script"), tag = document.getElementsByTagName("script")[0];
script.src = "https://my.avatrade.com/Widgets/MyAvaRegistration/scripts/myAvaRegData.js";
tag.parentNode.insertBefore(script, tag);
};
widgetLoader();
</script>
```

# Trading Platforms

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## MT4

- ❑ System one set up cost - **\$5,000**
- ❑ System Monthly Maintenance Fee- **\$,1,000**
- ❑ App one time set up cost- **None**
- ❑ App Monthly Maintenance Fee- **\$,750**

## ACT

- ❑ System one set up cost - **\$5,000**
- ❑ System Monthly Maintenance Fee- **\$750**
- ❑ App one time set up cost- **None**
- ❑ App Monthly Maintenance Fee- **None**

# Additional BaaS features

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In order to help brokers and make the process fast, we can offer more features.

- Website – Dedicated website & content
  - Website hosting
  - First website will take few weeks at least - The next ones will be faster
  - Outsourced
  
- **\*\*\*Costs will be defined later\*\*\***

# Responsibilities

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## Ava

- Widgets and MyAva availability
- CRM and Tracking support
- Full widget and setup guide

## Broker

- Setting up domain
- Website