

FOREX CAPITAL MARKETS (FXCM): DELIVERING ROBUST SALESFORCE ENHANCEMENTS QUICKLY AND EFFICIENTLY

Panaya provided FXCM with a holistic view of all components and automations to increase speed and reduce the risk of Salesforce implementations



CUSTOMER PROFILE

Online foreign exchange (FX) trading, stocks, CFD trading, and related services

WEBSITE

www.fxcm.com

LOCATION

Global

NEED

- Quickly assess the org's architecture
- Get a holistic view of all components and automations
- Evaluate the impact of new feature development and changes to existing functionality
- Improve the ability to provide business with more accurate timelines

THE IMPACT

- Significant savings in terms of person hours
- Avoidance of costs associated with sub-optimal implementations
- Improved speed of development
- Reducing overall implementation risks to the business
- Increase in the Salesforce team productivity

ABOUT FXCM

FXCM is a leading provider of online foreign exchange (FX) trading, CFD trading, spread betting, and related services. FXCM's mission is to provide global traders with access to the world's largest and most liquid market by offering innovative trading tools, hiring excellent trading educators, meeting strict financial standards, and striving for the best online trading experience in the market.

THE CHALLENGE

As a company that provides innovative trading tools to global traders, FXCM needs to be able to quickly adapt to regulatory changes while ensuring that they provide a great customer experience.

However, the extensive use and customizations of Salesforce over the years yielded an org with growing complexity, and it became hard to get a complete overview of the org's metadata. The FXCM team investigated thoroughly before making any change and was extra careful when changing specific components or processes.

With FXCM's intention to continue to expand their Salesforce implementation to benefit the company, they needed a way to get a holistic view of all components and automations and gain better knowledge of the complexities involved in delivering a requested solution, so they could scope the work needed to provide business requests.



“We chose Panaya because we were looking for a way to have a complete view of our org metadata, such that we could identify where we needed to dig in further to validate change effects. We also wanted a solution that was user-friendly and could be easily adopted by all of our team members.”

Willie Townes, *Managing Director FXCM*

THE SOLUTION

The FXCM team realized that they needed a way to identify dependencies in order to deliver robust solutions quickly, so they turned to Panaya. Panaya has allowed them to mitigate unintended consequences on existing processes and configurations within their org while pursuing their implementation goals. The solution helped them gain a complete view of their org metadata, so they could quickly and easily identify the scope and impact of every implementation. FXCM benefited from the Panaya platform thanks to its level of granularity, which allowed them to see the big picture and immediately dig into the details where warranted. Panaya helped FXCM to refine some key processes and requirements for feature change requests and new feature requests. It also enabled them to ensure that all required components are addressed as part of feature refinement and development.

THE RESULT

The biggest impact FXCM has seen is their ability to more accurately assess org impact during new feature development and changes to existing functionality. While it is difficult to quantify consequences that, thankfully, never occurred, it is safe to say that FXCM has experienced significant savings in terms of reduction in person hours and costs associated with deficient development.



ABOUT PANAYA

Panaya enables organizations to accelerate application change and continuously deliver innovation with its Change Intelligence Platform. Panaya provides cloud-based application delivery and testing solutions that ensure collaboration between Business and IT. Enabling enterprise agility with faster release velocity and uncompromising quality, Panaya delivers an optimized user experience with end-to-end visibility of the application lifecycle. Since 2006, 3,000 companies in 62 countries, including a third of the Fortune 500, have been using Panaya to deliver quality changes to enterprise ERP & CRM applications.