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**BeSquare's
first batch**



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in Cairo**



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Newsletter

SPARK

March 2023



Office Timeline



Confluence



Google Sheets



Profit.co



Trello



Microsoft
Excel



Miro



Redstline
Redmine



ClickUp: One App to Rule them All?

By Azita Rassi, Justin Goldsmith, and Craig Hogan

EDITORIAL

As I grabbed my phone this morning to turn off the alarm, I saw a much-awaited Google News notification on its screen: a grand jury has voted to indict Donald Trump. In this day and age, you have to be a synthetic index not to be influenced by political news. Being a non-synthetic entity, I gave in to the influence quite cheerfully.

But let's forget about politics and dive into this month's edition.

Spark comes to you with many interesting articles this month. To learn about different software and systems that Deriv is adopting, read the interviews with our Engineering VPs, Craig, Justin, and Chris, about ClickUp and Project BFF, as well as Nalini and Ajay's article on Tech Track and Michael's piece on Frontify. Raunak describes Deriv's efforts to achieve operational excellence. Wasi takes us to Cairo and Olga Sidorova to Fraud Expo 2023. Discover which emojis are more popular with Derivians by reading Deborah's article. Take a sneak peek at the C&MI team guided by Dillys, and find out what's been going on at Deriv's own book club. And much, much more.

Thanks to all the contributors and Spark's core team: Namrata, Wasi, Andy, Nik, Aslam, Azizul, Awang, and Waqas.



Azita Rassi

Sub-editor

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HOW CLICKUP CAN HELP DERIV BE MORE AGILE

Azita Rassi, Justin Goldsmith & Craig Hogan

Before migrating to Redmine, we used Trello for assigning and tracing tasks. Redmine has been in use for about two years now, and many believe it's high time to replace it with a more efficient project management tool. Is ClickUp going to be this alternative? I had a talk with two of our Engineering VPs, Craig and Justin, to find out.

What are the challenges that the tech teams have with Redmine?



Justin: When we started, the development teams were using Redmine to record their work items. However, it didn't take long for us to hear feedback from everyone that Redmine was quite limiting. So we took a closer look ourselves and could clearly see that it was not an ideal solution.



Craig: Redmine involves a lot of manual work. It's very difficult to get the information for where we are with a particular set of works at the moment. It's difficult to trace what's being done across the entire company or a squad. It's difficult for project managers, business analysts, and product owners who have to spend a lot of time going to Redmine to find the status of a ticket, add it to a sheet, and calculate how much work still needs to be done. If there is a priority change, they'll have to scrap that work and start all over again. And the number of different sheets being used by different project managers across the entire IT team is huge. They're never up-to-date; they only show information up until the last time they were done.

than starting from scratch, let's see if we can use ClickUp as a means to take the IT teams forward."

What would be the benefits of using ClickUp?

Craig: Moving away from Redmine to ClickUp means that reporting would be instant and always up-to-date. The goal is to build a dashboard so anyone in the company with access to the reporting components who would want to see where we are with the work within a certain squad can simply check the dashboard. They'll see what's been done, if it has been tested, and if it's ready for release. It just removes the workload that is currently being handled manually.

Justin: Yes, it's going to free up a huge amount of time for the squad leads because a lot of their time at the moment is spent on collating information for the wider audience to consume.

How were you introduced to ClickUp?



Justin: We'd all come from a background using Jira, which is widely recognised as a sort of linked-in development tool for breaking out work. And before we started looking at that as a possible replacement for Redmine, I got introduced to Dex in the Business Process Management team, who is really lovely and very easy to get on with, and he introduced me to ClickUp.

I'd never seen ClickUp before, but Dex gave me a high-level walk-through. It was clear that it was being used by quite a few of the internal non-technical teams already. At the time we looked into it, I think there were about 600 user licences. So we thought, "OK, rather

There is also another benefit to using ClickUp. Normally, when you start on a piece of work, you don't have all the answers upfront. You start with an initial position, and then you'll process it by sort of decomposing it. Redmine allows only two such levels, I believe. It's quite limited. Whereas with ClickUp, we get support from multiple levels.

So we've started introducing a structure on ClickUp where we start with something called an "initiative", which is very high-level. As we start to uncover details, we can then decompose that into "epics". As we go further, the epics can be broken into "user stories", and ultimately, user stories can be broken into tasks, which are individual pieces of work we can assign to developers and testers.

ITEM TYPE AGILE	STATUS	TOTAL TIME IN S...	ASSIGNEE	PRIORITY
Epic	PENDING - DEV	337 hr 9 min		
User Story	PENDING - REFIN...	50 hr 6 min		
User Story	PENDING - REFIN...	32 hr 50 min		
User Story	PENDING - REFIN...	32 hr 48 min		
User Story	PENDING - REFIN...	32 hr 45 min		
User Story	PENDING - REFIN...	32 hr 43 min		
User Story	PENDING - REFIN...	32 hr 41 min		

Image 1: Breaking initiatives to epics and users' stories

This screenshot shows a detailed view of a ClickUp task titled "Eligible users to become block traders". The task is categorized under "PENDING - REFINEMENT" and has a custom task ID of P2PS-353. The description states: "Users on a high band will be given a toast box notification to notify their eligibility to be a block trader." The "User Stories" section contains a single entry: "As a Deriv P2P user, I want able to view the toast box notification once I am eligible for an upgrade so that click on the notification to direct me to my wallet page." Below the task details, there is a form for setting item type, QTR, requested by, department/team, and currency. A file attachment for a mobile device is shown, and the task history is listed on the right.

Image 2: Defining user stories

ITEM TYPE AGILE	PROGRESS AGILE	TOTAL TIME IN S...	ASSIGNEE	DUUE DATE	PRIORITY
Bug	0%	330 hr 36 min			
Task	10%	56 hr 8 min			
Task	0%	82 hr 34 min			
Task	0%	34 hr 10 min			
Task	0%	198 hr 2 min			
Task	0%	34 hr 23 min			

Image 3: Breaking user stories into tasks

In this way, we don't have to have all the answers upfront. As we refine the stories, that information can be added and appended. So that's going to be a big step forward. With Redmine at the moment, people can't put details in until they've got a lot of the answers. We can get in much sooner with ClickUp, which means there will be more visibility for everybody, and you can see much earlier where you are in the process. We're hoping that's going to have a positive effect as well.

Craig: To give you an example, Chris Godfrey has been looking at the Front-end team's user stories, which is how we split the user story requirements with the developers.

Just talking that through and putting that on ClickUp has allowed them to front-load that information. As Justin said, in Redmine, we add it at the end, but they're now pulling it out at the start of the conversation. All of that hard mental work is now done at the start as they move through the development process. By the time it gets to developers, they'll just take a look at the ticket, and they'll understand what's needed, and can start working on it. At the moment, because the answers come at the end, the developers might not have a clear understanding of the task when they receive the ticket and often ask for an explanation, which means we are losing time at the back-end.

It's fascinating for me seeing a very large group all take on a challenge at the same time and all hit those same things at the same time. It's like light bulbs going on around the office: "So that's what that's for!" And it's really nice.

Yet another benefit is making squads more dynamic and relevant. An issue that we see with some of the squads is that they stay in place forever, where in reality, they don't need to exist anymore. And some squads in the chart don't do anything at the moment because their projects are on hold, but they'll become active in future.

Within a ClickUp environment, you'll be able to see which squads are active, which have become redundant, and which are dormant. Whereas in the org chart or Redmine environment, there is no such visibility.

With the new system all the resources that are now tied in the dormant or redundant squads can be used elsewhere. Resource management will become much easier.

That's very interesting. Could you tell me a bit more about the process of getting Deriv tech teams and squads introduced to ClickUp? How did you go about getting things ready for the migration?



Justin: Well, there are these templates in ClickUp. We've taken the best bits of different available templates and put them together. And we, the Engineering VPs, initially did a series of internal demos and got Chris Horn's feedback. He was very particular about what he wanted. So through a process of refinement, we got to a point where we were satisfied with what we had.

Initially, the plan was that a couple of Craig's squads would use ClickUp on a trial basis. And we started on that, and then, literally, within a couple of days —



Craig: It snowballed!



Justin: It was kind of like wildfire. Everybody got wind of it, "Oh, are we using ClickUp for Agile?" And we were just getting requests from different people in different squads saying, "Can we try it?" So I think we probably got about 15 different ClickUp "spaces" now for different teams/squads to start trying it. It's clear that there is an appetite there.

Soban, Geo, and Nader from the Trader's Hub squad have also been early adopters, decomposing their stories. They've been giving me feedback, which has helped me refine the tool further. It's also been a good collaboration not only with the VPs but with Dex and with the ClickUp company in Australia. We've had a series of technical calls with the ClickUp support team, and their suggestions were very helpful in getting us where we are today.



Craig: We have great hopes for the structure we've created for ClickUp in IT. Since all our squads will be using the same templates, if a developer or any other squad member is moved to a different squad, the consistency will help them figure out immediately what they need to do. Hopefully, things will be smoother. Squads can be spun up to complete their projects and then spun down, and their people can then be used elsewhere. That's the plan. We're on Day 1, and it's a long journey.

How long do you think it'll take for all the tech teams to migrate from Redmine to ClickUp?



Justin: Well, we've been very straight with everyone. We've said that we haven't got the final answers yet. The teams will start using it, and we'll look for their feedback. And we can use that to fine-tune the tool, so as we go on, it gets better and better, fitter for the purpose. Then, we'll have a blueprint that we can roll out to everybody. That's the plan currently.



Craig: As Justin mentioned earlier, there are two squads that, as initially planned, we are closely observing to see how their trial use of ClickUp will turn out. The Deriv P2P squad started earlier, followed by the Deriv GO squad. They are each using ClickUp for two sprints, with each sprint lasting two weeks. At the end of that period, we'll have a full retrospect. We'll look back over the past month to see what has worked and what hasn't.

Then, we'll bring other squads together, plus some of the VPs, to have that big ClickUp chat and get an idea of whether it's working and whether it has been better than Redmine or worse.

I expect we'll have a much clearer way of working with ClickUp in about six months. But with the excitement that is there, it might happen sooner. People are interested in trying something new. Getting that excitement, in my experience, is the hardest bit to get because normally when you bring in something new, there is a lot of "Whoa, change, I don't want that!" But at Deriv, the change mindset is already there. And it has made things a lot easier.

But the reason that we want to take it slow, the reason I want one squad to use ClickUp for an entire month end-to-end and see how it goes, is that if we get everyone on it and then say, "Actually, we need to change that bit," it will disrupt the work that's being currently done. Even a simple thing, such as changing status, can have a knock-on effect. So let's start small and have a little Agile feedback loop. As long as we have an 80% satisfaction rate, we can move forward with the other squads already lined up.

I said goodbye to Craig and Justin, feeling optimistic that ClickUp can significantly improve Deriv's agility. Its multi-level structure seems to allow for more efficient and detailed task management, freeing up time for squad leads and project managers. ClickUp's reporting capabilities can provide instant and up-to-date information. This tool can ensure that only active squads are on the chart, and its implementation can lead to increased productivity and more efficient workflows. Overall, the use of ClickUp offers a hopeful future for Deriv's project management needs. If you're eager to learn more about using ClickUp, start by watching their [how-to videos](#).



Around our offices



Dubai

Deriv Dubai went to Egypt for their annual trip from 10-12 March. The team visited the Pyramids of Giza, Muhammad Ali Mosque, Egyptian Museum, and enjoyed a dinner cruise on the Nile.



Malta

Easter celebrations in the Malta office.



Team building exercise in the Malta office.



Ipoh

Deriv Ipoh team building exercise was a horror movie night followed by a creative photo competition.



Cyberjaya

Team building exercise in Cyberjaya was a day of water sports.



The Cyberjaya office organised a Covid-19 vaccination drive.



Cyprus



Deriv Cyprus celebrated its third anniversary.



Women's Day

Women's Day celebrations in Malta, Dubai, and Belarus.



International Women's Day



YOU HAVE A BFF AT DERIV!

Azita Rassi and Christopher Godfrey

When I asked the Business Intelligence team for data to update the "Deriv in numbers" section on our website, Tom told me that there is a project aimed at making these numbers dynamic so that they always reflect up-to-date figures. The name of the project? BFF! I went to Chris Godfrey, our Engineering VP in the Front-end team, to learn more.

Let's begin with the name of this project. It's not "best friends forever", is it?

Chris: No, indeed, it's not! When I was added to the BFF Slack channel, I found it amusing because my daughter always talks about her best friend as her BFF, but in this case, BFF stands for "back-end for front-end".

Sounds complicated. What is it about?

Traditionally, when it comes to software architecture, back-end services are developed to retrieve data. So you might want to get some data out about customers or trades. To access this information, you would need to make API calls and communicate with these services using other computers.

I believe it's a good idea to retrieve and deliver data in a structured form. Sometimes, when you want to display data on a website, you may want to present it in a specific way. For example, you may want to merge a customer's data with all their transactions. To achieve this, you would need to access customer service, retrieve the relevant customer data, locate the customer in question, retrieve all of their transactions, and then display them together on a web page. So you'll be doing these two calls and glueing them together for a web page.

However, the way you display the data may be different when viewed on a mobile device due to



the limited space available. For instance, you may need to display customer details separately, allow users to click through, and only then show them the transactions. This means that the calls you make would have to be arranged in a different order or in a different way altogether.

The concept of back-end for front-end involves the use of middleware, which is a service that "glues" these individual back-end services together. This middleware arranges the data in a way that the front-end can easily access, in the shape that is expected or useful. You can think of it as a translation service or an adaptor. When you're travelling from one country to another, you may need to adapt your plug because it has, for example, two pins instead of three. The BFF concept is similar in that it helps solve such problems.

For Deriv, the primary objective of Project BFF is to add more dynamic content to the website. Currently, the website is static, meaning that it's hard-coded into a file, saved, and then uploaded as one file on the internet. By implementing a content management system (CMS), we hope to have more flexibility and allow other users to modify some

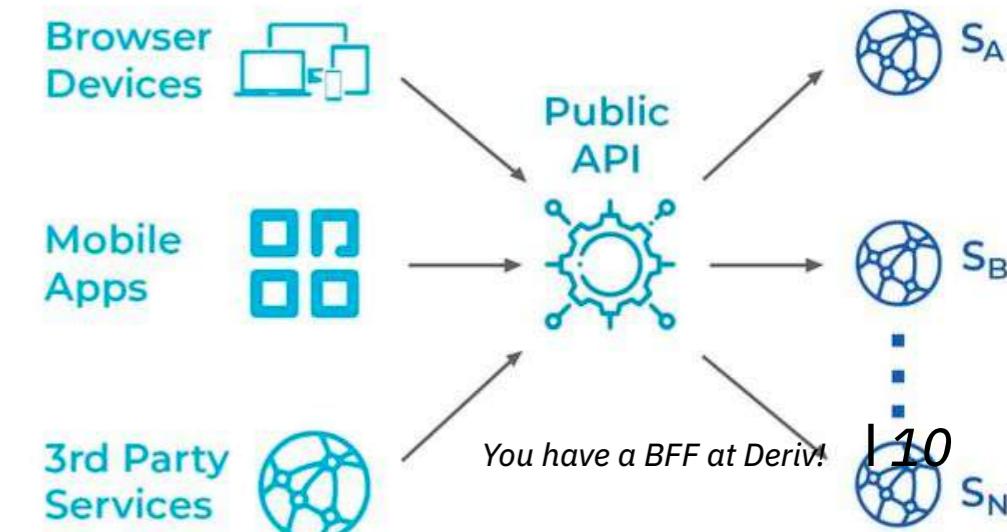
of the content on the website without needing a developer to update the static file and re-upload it. To achieve this, we need to insert a BFF service that retrieves data from the CMS, puts it into the appropriate format to fit our online templates, and inserts it in the right place.

Very exciting. And the timeline we're looking at?

Chris: The timeline is a bit uncertain at the moment, as there are several factors to consider. Ideally, we would like to complete it within the next few months. We're starting with a few simple pages, such as "Who we are", and our goal is to make the

Public API Implementation

One API Multiple Source Needs



numbers on those pages dynamic (figures such as the number of offices or the number of employees). We're starting small to become familiar with the tool, and then we hope to roll it out to the entire website.

In the long run, we want to be able to have all the content blocks on our website in our CMS tool. These content blocks may need to be arranged differently for mobile than for the website. They can also be represented differently, but the content itself remains the same. To achieve this, we're using a technology called Strapi, which is known as a "headless CMS." What that means is that, unlike traditional CMS tools like WordPress that generate the user interface as well, a headless CMS only focuses on the content itself – the text and images – as individual pieces. Then, it's up to the Front-end team or the Mobile team to handle the template and arrange those pieces like a jigsaw puzzle, making sure they fit in the way that's most appropriate for the platform.

The headless concept becomes especially apparent when you think about traditional print media, like newspapers, where you might have a big headline, a big image, and small text. But when you have to adapt that same news article to an online platform, you have to change the scale. Fonts need to be bigger for readability on the screen, and images have to be smaller.

Recent years have seen a shift in content management to allow for this kind of flexibility depending on the device or platform being used. But it can be a real hassle to have to manually copy and paste content every time you want to rearrange the style. That's where BFF comes in, making it easier to manage and adapt content without all that extra work.

When were you born

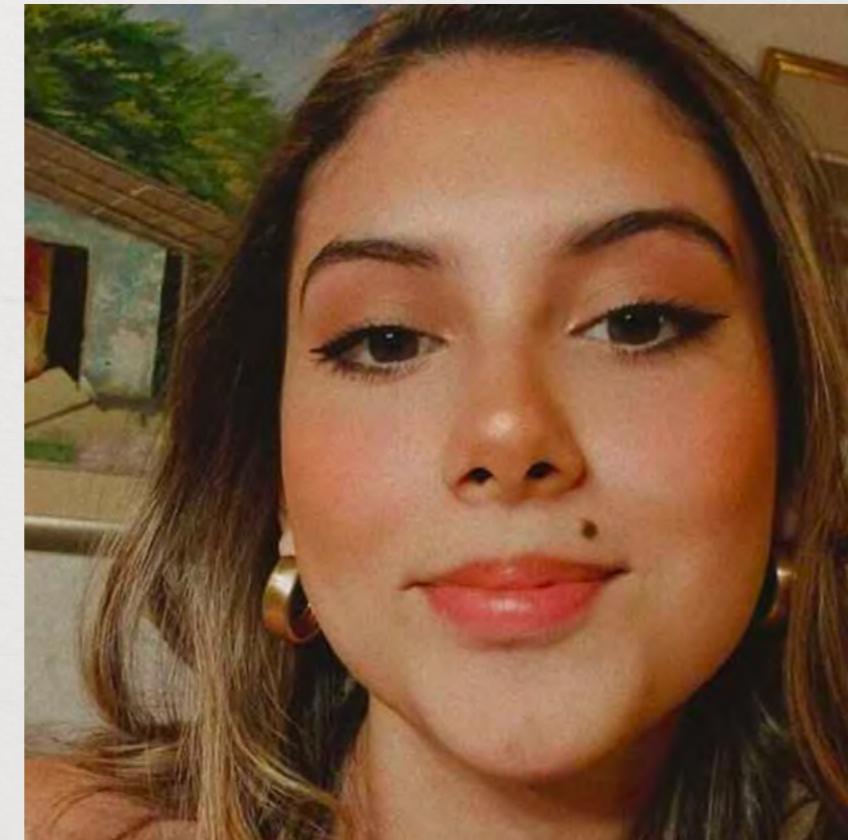
Michael Wright



Syifa Mohd
Born 1996
HR Operations Executive

How do you feel your age and experience contribute to Deriv?

I once had a chance to work in the aviation industry. Through my experiences, I was happy to be able to explore numerous countries and meet people from all over the world. I have developed an appreciation for different attitudes and ways to deal with them. This exposure to various cultures and personalities gave me invaluable experience, which I now draw on as a Human Resources professional.



Valentina Trinidad Valenzuela
Born 2004
CS Executive (CFD Squad)

How do you feel your age and experience contribute to Deriv?

Looking back, in my early days at Deriv, I was scared about the fact that I was the youngest in the Paraguay office, and I was worried because I didn't know how I was going to contribute or enrich Deriv.

I think that now, after a few months, I can say that what I value the most, besides the hard work, is the positivity, the different points of view, and the support that I try to give my co-workers.



Bill William J. MacArthur III
Born 1956
Database Administrator

How do you feel your age and experience contribute to Deriv?

Perspective is the first word that comes to mind.

Age gives one the opportunity to observe the ebb and flow of life in general and how different mindsets and lifestyles play out.

I have lived long enough to have had two full careers, one as a licensed tradesman (plumbing and electrical) for 25 years, and the latter as an IT professional with 23 years so far.

I can easily compare the two seemingly opposite types of work because basics are basics, no matter what one works at.

I appreciate the value of proper planning, having seen it used and also ignored, and watched the outcomes unfold knowing what they would likely be from the start.

The perspective that has come with age gives me a broad platform of experience to shape important things, undergird those who are giving it their all, and, in general, ascribe value to those with whom I have the privilege to work with, both younger and older.



THE Q&A

Olga Kolosova

Belarus Office Manager



"I've spent 10+ years at sea around the world working on cruise ships."

I am Olga Kolosova, Belarus Office Manager. I have an adventurous spirit and love to try out new things every month. I joined the fantastic team at Deriv two years ago, and my excitement about this awesome company hasn't waned one bit.

ANY NEW YEAR RESOLUTIONS?

Yes, make and invest more time in myself — read, educate, keep learning, and grow professionally and personally. There are far too many things in the world to know about. I want to return to yoga — I used to practise Ashtanga for over a year for peace of mind.

Professionally, there are some areas I need to work on. I aspire to become a better leader for my team. I want to see their career paths developing within Deriv.

WHAT WOULD YOU REDO FROM 2022 IF YOU COULD?

Nothing. Despite the many challenges, 2022 has been a fruitful year. It has been an experience and a learning curve that eventually makes us a better version of ourselves.

ANY PLANS FOR 2023?

Travelling has been long overdue. I have missed the sea. I look forward to visiting our HQ to meet the teams and absorb more of Deriv's culture & environment.

I will be a Godmother to my best friend's first newborn. I am very excited!

I have set myself a goal of trying something new every month — resin art master class, sound healing, reading a different book each month, etc.

IF YOU HAD AN EXTRA HOUR EVERY DAY, WHAT WOULD YOU DO WITH IT?

That would be reading and enjoying nature.

HAVE YOU EVER EATEN EXCEPTIONALLY WEIRD FOOD? WHAT WAS IT?

My previous work experience presented amazing opportunities to wake up in a different place every other day. Whenever I had a chance to explore, I would visit places, get to know the local culture, and try local delicacies — iguana stew, turtle soup, and fried crickets. Fried crickets were fun to eat.

IF YOU COULD GO BACK IN TIME, WHAT ADVICE WOULD YOU GIVE YOURSELF?

Be braver and less shy.

WHAT IS YOUR FONDEST SCHOOL MEMORY?

English classes — we had a great teacher. I still remember her as she developed a love for the language in me.

WHAT IS YOUR PROUDEST ACCOMPLISHMENT?

I am self-made. So far, everything I have achieved has been through my own efforts.

WHAT DID YOU WANT TO BE WHEN YOU WERE YOUNG?

I wanted to be an interpreter and travel the world. I was in awe of the professionalism of live synchronised translations broadcasted from the UN meetings.

WHAT MAKES YOU LAUGH THE MOST?

My friends living around the world, and my dog — she's too cute and funny.

WHAT IS THE TRAIT YOU MOST DEPLORE IN YOURSELF?

Perfectionism.

WHAT IS THE TRAIT YOU MOST DEPLORE IN OTHERS?

Fake people — when a person pretends to be someone they are not.

DESCRIBE YOURSELF IN THREE WORDS.

Hard-working, stubborn, and kind-hearted.

FAVOURITE BOOK/PODCAST?

I like listening to leadership podcasts — Simon Sinek and other TED Talks — while doing something around at home, getting ready for the day or commuting, sometimes even in the gym. Regarding reading, mostly self-development books and autobiographies. I think I've read all of Haruki Murakami's novels.

FAVOURITE MOVIE?

What Dreams May Come with Robin Williams and *The Proposal*.

FAVOURITE TV SHOW?

The Ellen DeGeneres Show, and sometimes I find myself watching *Fixer Upper: Welcome Home with Chip and Joanna Gaines*.

WHAT IS THE MOST IMPORTANT LESSON LIFE HAS TAUGHT YOU?

- Be patient, things will eventually happen.
- Spend time with loved ones as much as I can.
- Travel — this has been a significant part of my life, it taught me to be open-minded and that despite different origins, we are the same people everywhere.
- Cruise ship life — responsibility, the importance of pulling it together as a Team and staying tuned in a fast-changing environment.

WHAT HAS BEEN YOUR CLOSEST BRUSH WITH THE LAW?

Rental car accident. It was a big fine. Ha!

This tech blog discusses how our team achieved operational excellence by adopting a "deploy first, release later" philosophy, implementing feature flags, having observability and operation scripts ready before release, implementing parallel run when needed, and documenting requirements upfront.

What is operational excellence?

Operational excellence is a mindset embraced across an organisation to maximise outcomes and positive results. It is a crucial aspect of successful engineering teams.

Achieving operational excellence requires a focused approach to identifying and eliminating waste, reducing errors, and optimising workflows.

To achieve operational excellence, our teams utilised key techniques when launching a new service to replace an existing one that was a critical part of the user journey. By applying these techniques, the teams successfully launched the new service without impacting clients or any downtime, ensuring a smooth transition for users.

If the service in question had a downtime, it would have impacted 70% of our user base directly or indirectly.

Techniques

• Documentation

The team documented the requirements as a first step. Documentation plays a vital role in clarifying the purpose of the change/feature to be implemented.

It helped us to create a shared understanding of the problem and ensured that everyone on the team was aligned on the goals and objectives. It also helped to prevent rework or wasted effort, as we had a clear understanding of what was expected from the beginning.

• Deploy first, release later philosophy

The "deploy first, release later" philosophy is a technique that we adopted to ensure that any new code we develop is deployed to our production environment as soon as it is ready.

However, we do not immediately release it to our customers. This allows us to ensure that the code is stable and functioning correctly before we make it available to our users.

It also enables us to catch any issues early in the development process and address them before releasing the feature to our users.

It allows us to smoke-test the new feature in production without the load associated with a new feature release.

Deploy != Release

• Implementing Feature Flags

Feature flags are an essential part of our development process. They allow us to toggle specific features on and off during runtime without releasing new code. This gives us the flexibility to test new features and experiment with different options without affecting the user experience.

By implementing feature flags, we tested the new feature internally before releasing it to a subset of users. We gradually increased the number of users as we gained confidence in the feature's stability.

This also provided us with a fallback to the old implementation in case of any issue with the newly deployed service.



• Observability and operation scripts

Having observability and operation scripts ready before release is essential for ensuring a smooth deployment process.

We created custom operational scripts to mimic the user behaviour to test the functionality and automate common operations tasks. This enables us to quickly detect and respond to issues, reducing downtime and improving the overall customer experience.

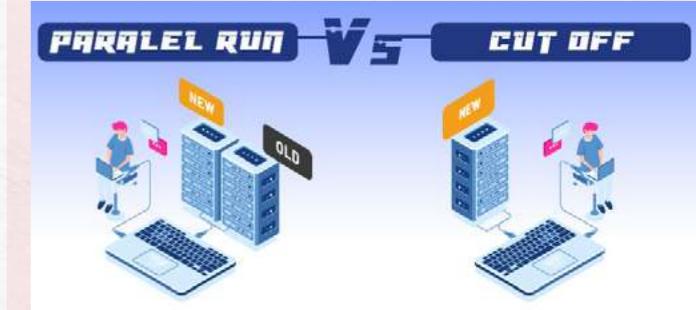
Also, we created a few important metrics — system CPU and memory usage, request success and failures count, etc. — for our monitoring system and enabled logging for observability of the new service.



• Implementing parallel run

The parallel run is the practice of keeping an old system operational after launching a new one. The term "parallel operation" refers to the practice of running both the old and new systems concurrently for some time until there is enough assurance that the new system is reliable and effective. A reconciliation process generally accompanies it to validate the data.

The parallel run is best used for calls that don't change the state (read-only) calls. We implemented a parallel run to send the read-only user requests to both existing and new services. By adopting this practice, we covered a few minor implementation issues in terms of differences in functionality between the services.



Did we face issues?

Oh, yes! We faced a few issues. Luckily, they were all internal — not client-facing — due to implementing the above techniques.

A few issues we encountered:

- We faced network issues between the calling service and the new service during our testing.
- We missed one mapping issue in the code, resulting in errors in a valid response.
- Even after implementing all these, we had one memory issue where we had to fall back on the old service for some time (load testing would have helped).

Achieving operational excellence is an ongoing process, requiring a continuous focus on identifying and eliminating waste, reducing errors, and optimising workflows. By adopting a deploy first, release later philosophy, implementing feature flags, having observability and operation scripts ready before release, and implementing parallel runs when needed, our team has been able to streamline our development process and deliver a better customer experience. These techniques have enabled us to reduce downtime, catch issues early in the development process, and experiment with new features, all while maintaining a stable and reliable system.

OPERATIONAL EXCELLENCE

Raunak Kathuria

BeSquare's first batch: where are they now

Namrata Ekka



Why did you join BeSquare?

BeSquare was an excellent opportunity for me to jump-start my career by gaining exposure to different areas of the business and developing a comprehensive understanding of how a fintech organisation functions as a whole. The programme offered various modules that allowed me to learn new skills and hone existing ones.

Where are you now?

I'm currently part of the quality assurance team, and it's been a great opportunity to apply the skills and knowledge I gained during my training to real-world projects.

How's it going?

I'm enjoying the challenges of identifying bugs and collaborating with various teams to maintain software quality standards. It feels great to make a valuable contribution to the company while learning new things. I'm excited to see where this job takes me in the future.

What does the TL say?

— Darmendrakumarr, QA Team L

Harvinraj shows great potential in testing, is a team player, and is always willing to help with QA CFD tasks. He takes pride in work and delivers quality testing with clear checklists/steps. He is excellent at updating documents and has a calm, composed personality with great writing and communication skills.

Why did you join BeSquare?

I joined BeSquare with the belief that it is an excellent platform to enhance my problem-solving skills and gain insight into the latest developments in the IT industry. The opportunity to gain hands-on experience from various modules and learn from experts was a key factor in my decision.

Where are you now?

I'm currently a Mobile App Developer working in the Deriv P2P squad.

How's it going?

I thoroughly enjoy working with my team, and I've had the pleasure of meeting many talented people here. I'm particularly grateful to be a part of an amazing team where I have the opportunity to enhance my skills and learn from experts. I'm confident that I'll continue to grow here at Deriv.

What does the TL say?

— Horam Sadeghi, Deriv P2P Flutter Development Team Lead

Weng Lok's dedication and hard work in the field has been remarkable. He has shown good communication skills from the beginning and has gained a reputation as a true team player. His ability to work with others has made him an invaluable member of our team. We are happy to have him on board, and I have no doubt that he has a bright future ahead of him.



Why did you join BeSquare? How's it going?

Since being hired by Deriv a year ago, I have grown significantly, thanks to the support of my colleagues, team lead, and manager. I'm grateful for the resources that have equipped me with field knowledge and skills, and there is still plenty of room for me to grow as a UX designer within Deriv.

What does the TL say?

— Mariana Rueda Alvarez, Desktop & Responsive Design Team Lead

I'm currently part of the quality assurance team, and it's been a great opportunity to apply the skills and knowledge I gained during my training to real-world projects. I am presently a UI/UX designer in the Product Design department, which is a vast tangent from what I studied in university.

Tatiana has been an invaluable member of our Desktop and Responsive Design team. She has consistently displayed strong design skills, creativity, and professionalism, making significant contributions to various projects. Tatiana is a team player who is always eager to learn new tricks and communicates well with colleagues.

Why did you join BeSquare?

To gain exposure to the IT field beyond my Mechanical Engineering background. I learned UI/UX with Figma and built a website with React. It was a great kickstart to my career!

Where are you now?

After the BeSquare programme, I was offered to join the Usability team.

How's it going?

Going well! I have enhanced my critical thinking skills by considering the user's perspective, contributed to multiple projects, and improved my communication skills through cross-departmental collaboration.

What does the TL say?

— Nhan Trong, Usability Research Team Lead

Amman works hard, stays humble, and is a quick learner, catching up with more experienced colleagues. He delivers quality work, meets deadlines, and exceeds expectations, seeking feedback to improve his skills. Amman is a valuable and respected team member.





Victor

Why did you join BeSquare?

Well, after completing my engineering degree, I came to the realisation that it wasn't my true passion. My ultimate goal was to find a career I could enjoy and be passionate about. That's when I came across BeSquare — a chance to explore and enhance my skills in multiple departments.

Where are you now?

Currently, I am a member of the mobile design team, where our primary focus is to develop design solutions for Deriv GO and Deriv P2P applications.

How's it going?

It's going great! I seem to have discovered my true calling in design, and I couldn't be happier. My colleagues have played a significant role in my growth as a UI/UX designer, and their guidance and support have been helpful. I am grateful to them for everything they have done. I find my work to be fulfilling and inspiring, and I am eager to continue expanding my skillset and advancing my career.

What does the TL say?

— Deveraj Mahalingam, UI/UX Design Team Lead

Victor has a good level of understanding of mobile design and has demonstrated an impressive ability to develop good design iterations and workflows. He also has a keen eye for detail and consistently demonstrates a thorough and meticulous approach to the work. It's great to see that he has integrated well into the team this quarter.

Why did you join BeSquare?

I joined BeSquare because the programme offered a learning experience in various IT fields, and I was interested in discovering my interest and potential in every field.

Where are you now?

I'm a junior DevOps Engineer in Cloud Infrastructure and still have much to learn. I feel nervous about turning off servers, even in a safe ACloudGuru Sandbox environment.

How's it going?

It's going pretty well. I've been learning many interesting things through my own study and tasks. There are many interesting projects the team are planning to take on, and I'm excited to be a part of the journey.

What does the TL say?

— Kalaiselvan Subbaian, SRE (DevOps) Team Lead

Ricky is a proactive team member who consistently takes ownership of tackling challenges and seeking opportunities to increase productivity. He recently wrote Terraform code for tagging our AWS resources, and the code quality is impressive. Thanks to his efforts, we now have a better overview of our systems.



Ricky



Arif

Why did you join BeSquare?

As an engineering graduate, I enjoy pushing my limits and exploring new career opportunities. I chose to enroll in the BeSquare programme for its unique growth prospects. The programme allowed me to gain new knowledge and interact with people from diverse backgrounds.

Where are you now?

Right now, I'm a member of the Marketing Operations team at Deriv, and I am grateful to have exceptional colleagues who make my experience at the company enjoyable.

How's it going?

I faced a few challenges initially, but my team members have always supported me. The positive work environment and cultural diversity at Deriv are enjoyable.

What does the Manager say?

— Poornima Karthik, Marketing Operations Manager

Nurarif's hard work and dedication are truly appreciated. His positive attitude and willingness to help others make him a valuable member of the team.

Introduction of Tech Track

Nalini Thakur and Ajay Iango

At Deriv, we believe in providing internal growth options for all employees. Managerial Track, introduced in November 2022, provided career pathing options for all employees who wish to grow in a people management role. However, we also recognise that not everyone wants to manage people while they may still want to have a career pathing that allows them to grow as tech experts.

We want to ensure that every Deruvian is appropriately engaged and has job satisfaction and avenues to enhance skills to fulfill their long-term goals and interests. To nurture technical individual contributors and provide them with a path to a technical leadership role, we introduced Tech Track in February 2023. People taking up Tech Track don't have to manage people nor leave the technical work they love behind.

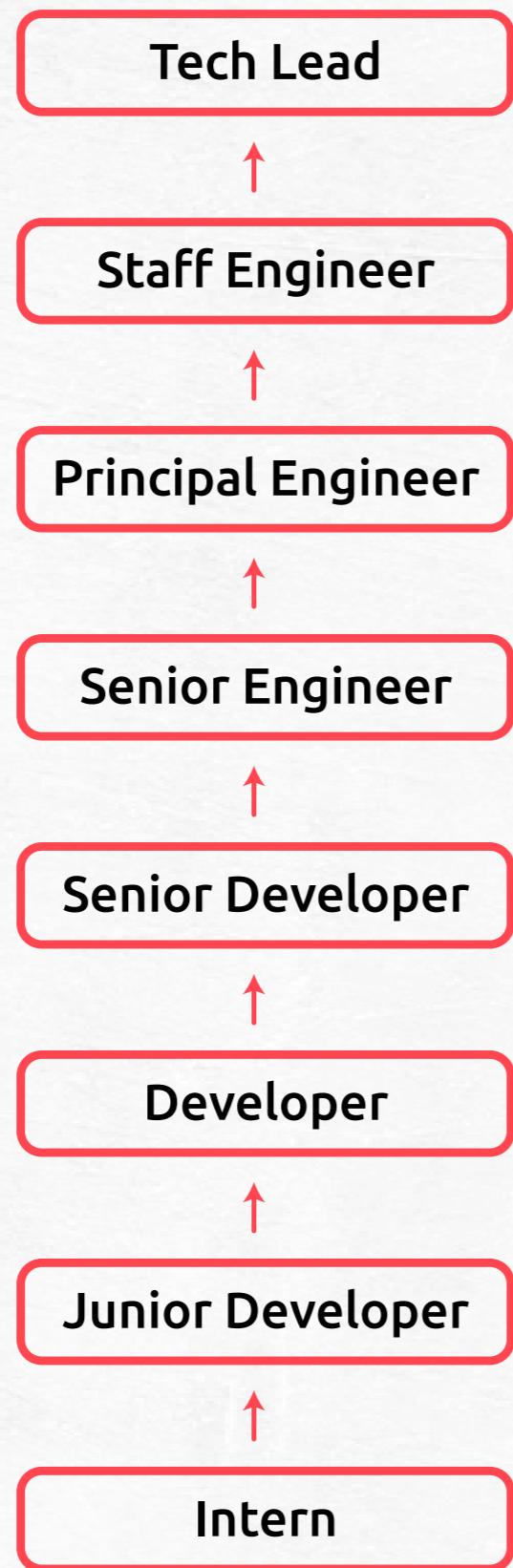
Tech Track outlines a set of roles that describes what technical leaders need to do. It provides a clear path for individuals to measure their existing competencies and map their future competency requirements. This also allows the company to have a better understanding of their own internal talent strengths and gaps, helping in being more effective in getting right people into the right positions within their talent pipeline.

Tech Track explains the sets of competencies required at each level. There are 5 larger sets of competencies, i.e., Functional Competencies, Achieving Results, Judgement & Decision Making, Leadership and People Management and Delivering Values. Expectations from each level against these competencies have been clearly defined. The framework provides employees with an overview of the skills and performance required to achieve a promotion and can be used to define a development programme.

We believe that with Tech Track in place, all the employees who want to grow in technical roles will have a clear view of where they can go in their career and use the same to motivate themselves to learn, develop, and work hard to reach their goals, without getting lost in the day-to-day routine.

Do you want to join the teach team or do you want to refer someone? Drop in your resume to x-talentmanagement@deriv.com

This is what Tech Track looks like:



What's up at Deriv Book Club?

Azita Rassi

Deriv Book Club was formed in late February, and its members voted for a list of ten books for the remaining months of 2023 shortly after. Six novels and four works of non-fiction have been selected and scheduled to be read.

We have almost finished reading the first book, *The Invisible Life of Addie LaRue*, a novel of 400+ pages about a young woman who has sold her soul to live an extraordinary life but discovers that now, nobody can remember her from one encounter to the next even if they saw her only two minutes ago.

We're gathering on Zoom on 2 April, 8 pm MYT to discuss *The Invisible Life* and our reading experience. Join us for the next books if you're not a member of #activity_bookclub already!



New! Introducing Frontify

Deriv's brand management software

Michael Wright

Frontify describes itself as "Best-in-class software for simplifying brand management through a cloud platform that connects everything (and everyone) important to the growth of your brand." To build a great brand, we need a home. Somewhere where people can access everything they need. Everybody and everything needs to be gathered under one roof. And that's Frontify.

And now, Deriv has it.

Brand management is responsible for building a solid customer base and bringing out the brand's voice publicly. We also need to become instantly recognisable. It is well known that if a customer sees two pieces of information instantly recognisable from the same company, it results in better sales.

"It's a good source of information to all.

- Joanna Frendo, Head of Compliance -

It's somewhere where we can share, download and manage all the various building blocks of Deriv, from a simple logo to how to write like a Derivian. Try to think of Deriv as a person. What would they look like? How would they think? What would they sound like? What clothes would they wear? What's their favourite colour? Are they nice? The answers are on Frontify.

Frontify works really well for PayOps, as we need to constantly make sure about our branding guidelines and logo references. Especially when we are setting up a new cross-marketing campaign or making sure payment providers have our latest logo and details when announcing a partnership with Deriv. With Frontify we can check, and collect everything we need, anytime we want.

- Tiago Garbim, Senior PayOps Executive – Operations -

The screenshot shows the 'Overview' section of the Deriv brand identity guideline. It includes a brief introduction, a strategy section, and a note about applying the guidelines to applications. A sidebar on the left lists navigation options like 'Introduction', 'Overview', 'Strategy', 'Basic Elements', and 'Brand Applications'.

The screenshot shows the 'Visual Elements' section of the Deriv brand identity guideline. It includes a 'Colour' section with tips on using vibrant photos, a 'Visually' section with a grid of diverse images, and a 'Movement & Energy' section with a grid of dynamic images. A sidebar on the left lists navigation options like 'Introduction', 'Overview', 'Strategy', 'Basic Elements', and 'Brand Applications'.

The screenshot shows the 'Deriv Logo' section of the Deriv brand identity guideline. It explains that the Deriv logo epitomises brand values and is a valuable asset. A sidebar on the left lists navigation options like 'Introduction', 'Overview', 'Strategy', 'Basic Elements', and 'Brand Applications'.

And just like us, Deriv will change and grow with an ever-evolving world. Frontify is there to make this easy for us to document, capture, portray, and imitate. However, we will make mistakes. The tricky part is to recognise these mistakes and correct them properly, just like a real person might try and do.

Stay on brand

The DAM, the future

At the moment we have what's called a 'Teams Plan' on Frontify. This only offers 25MB of storage for files. If Frontify is a success with Deriv, we can upgrade it with the addition of a DAM. A digital asset management system. A DAM offers much larger storage to organise, find, retrieve, and share digital content. Images, photos, creative files, videos, audio, presentations, documents, and more. No more searching different databases and less risk of using incorrect or out-of-date assets.

Plus, we can have separate URL's for different user needs. A URLs just for affiliates, press, etc., containing tailored content just for them. At the moment, the whole world can see everything we have on Frontify using this link: <https://deriv.frontify.com/d/BAfLTzc2yBbg>. However, this link is not indexable by search engines.

But at the moment, if you're just after a quick CMYK Deriv logo, or a letterhead, you won't have to ask somebody for it anymore. Just click, download, and enjoy.

The screenshot shows the 'Deriv Logo' section of the Deriv brand identity guideline. It includes a note about the logo's design, a tip for download links, and three color options: Coral Red Logo, White Logo, and Black Logo. A sidebar on the left lists navigation options like 'Introduction', 'Overview', 'Strategy', 'Basic Elements', and 'Brand Applications'.

The screenshot shows the 'Deriv Sub-BRANDS' section of the Deriv brand identity guideline. It includes a note about using Deriv brand identity elements to design sub-brand logos, a 'Derivapi' logo example, and a note about versioning. A sidebar on the left lists navigation options like 'Introduction', 'Overview', 'Strategy', 'Basic Elements', and 'Brand Applications'.

Derivians love to use emojis

Deborah Jean Peris

612,866. That's the total number of emojis Derivians used on Slack in the first few months of 2023. We love using emojis. They help us live out our conversations in a very visual way. In fact, when was the last time you saw a discussion with 0 emojis? WhatsApp, social media, or Slack, these fun little cartoons are everywhere.

Emojis are a new way of communicating — universal and relatable no matter where you live in the world. They are non-verbal yet packed with meaning. Psychologist Leah Selakovic says, "our brains process them (emojis) as emotional communication". 67% of Slack users feel closer to those who understand their emojis. No wonder there's an extra connection thread with certain colleagues!

This new style has changed the way we communicate and connect. The reacjis we use define our personalities. A reacji is when you add an emoji to a message to indicate emotion, share context, or trigger a specific action. The reacjis and custom emojis we use reflect Deriv's culture.

Do you ever wonder which emojis people use the most at Deriv? We dug into Slack analytics, and here's what we found about the top 50 emojis Derivians use.

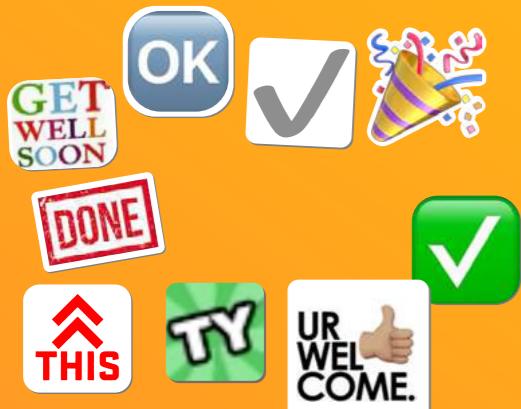
Action-packed

Isn't it fun to say something in action?
As per Slack analytics, these emojis appeared in the top 10 and somewhere in the '20s, '30s, and '40s used emojis. In a way, they show how hand gestures are embedded in our culture. Take a second look. This selection also shows how Deriv embraces and celebrates ethnic diversity.



No time to text

Repetitive follow-up messages don't need to be boring. At least not when you have these vibrant text-based emojis to do the job for you. Plus, they cut short the time spent responding to a message. These emojis may not relate to work tasks. But they play an essential part in moulding good relationships in our workspace.



Hello Nature

We've all used the famous vacay-ing palm tree at least once, so no surprise there! But it looks like Derivians turn to nature to express current moods and modes even otherwise. Nature visuals are a fun way to add life to a routine conversation. After all, nothing is more refreshing than a sunny disposition on a gloomy day.



All about blobs & reacjis

Derivians have a passion for life that goes beyond our enthusiasm for extra-curricular activities. GPTW celebration we're in! Paintball or trekking, we're in! LipDub video, we're definitely up for it! And Derivians want their digital responses to carry that same energy. Even a basic hello seems warmer when said through the endearing and animated blob, right?



Emojis for the win!

Emoticons are where it all started. Naturally, they appeared, ranking in positions 8, 15, and 32. Looking at these 3 emoticons, you can see how they represent the cheerful nature of Derivians. And where there is cheer, there's a positive environment — a key ingredient in the recipe for creating friends among co-workers.



Were there any emojis you expected to see here but didn't? Well, you can still give your favourite emoji its moment of fame! React with that emoji to the Slack message announcing the March edition of Spark.

Decode the emoji message on the right and post it as a comment to the Slack message announcing the March Spark edition. The first person to post the correct answer wins!



Let the emoji games begin!

Deriv Dubai goes to CAIRO

Wasi Manazir

For Deriv Dubai, the much-awaited annual trip turned into a roller coaster ride well before it began. The Dubai Slack channel received a message from the management announcing plans for a trip 3-5 March to Istanbul, Turkey on 25 January. Nearly 150 people signed up for it before nature intervened, forcing the search for an alternate destination.

The next announcement came on 9 February with another destination and new dates: Cairo, Egypt; 10-12 March. About 3 weeks later, with visas stamped on expectant passports the new proposed trip had also gone the way of the old only this time due to "extremely unfortunate and unforeseen circumstances." Shrugged shoulders and silence were the order of the day in Deriv Dubai.

Then some miracle happened and Seema saved the day:

Seema 12:55 PM
Team, we have managed to resolve the challenges around the Egypt trip. We are back on track and yes we are headed to Cairo as planned! Absolutely looking forward to the fun together. 🙌
43 38 23 14 12 27 10 11 9 6

The frailed nerves could now rest.

A trip that had more twists and turns than an M Night Shyamalan flick before it even began was finally on!

As our 4-bus cavalcade left the airport for the hotel, staring out of the window I tried to soak in as much as I could of Cairo — one of the oldest inhabited cities, home to (and ultimately the graveyard) of countless dynasties from the ancient to the mediaeval right up to the modern. The hour-long drive revealed many layers of Cairene history.

However, the early stage of the journey had me reminiscing about my commute on the Senapati Bapat Marg in Mumbai, India towards Lower Parel. Nearly everything looked similar: flyover in the middle and identical generic old buildings in various hues of brown with shop fronts on either side of the road. Drop a Mumbaikar in the middle of the night on this stretch and she would take some time to realise that she is 4,300 kilometres and a continent away — Arabic signboards will be a dead giveaway though.

Infrastructure projects abandoned at various stages of completion; old, dilapidated buildings that appeared to have been built no later than the 1960s or the 70s; ramshackle cemeteries with sizeable



tombs; the expansive Nile; the hard-to-miss Saladin Citadel were some of the city's early offerings. There were more Sisi posters than Salah's, which I wasn't quite prepared for.

Before we made the first pitstop of our whirlwind trip with a post-lunch excursion to the Khan el-Khalili market, I decided to explore the neighbourhood in front of our Giza hotel. As I made my way through its rundown bylanes, it was a throwback to another locality back in India, my very own home in Jamia Nagar, New Delhi, with its identical alleys, shops, poultry cages outside meat stores, and more; except for one novelty: horse-driven carts. There were more throwbacks to come.

Khan el-Khalili market might as well have been Chandni Chowk, with its storied history, chaotic and crowded bylanes, the shopkeepers' keen eye for the unsuspecting tourist, selling them anything from paperweight pyramids to King Tut tote bags — "5 dollars, only for you, my friend (soft t and ds)". The centuries old market was a delight with its surviving mediaeval era arches and gates, and for its myriad offerings. I also had the occasion to pray at the nearby Al-Azhar mosque — one of the oldest and most important sites of Islamic learning. One could feel the weight of history and aura of sacred learning in its hallowed confines.



The long and weary day was brought to a close with a bit of song and dance on a dinner cruise on the Nile.



One full day in Egypt and not a pyramid in sight. The wait was soon to be over.

Shortly after our cavalcade began its journey on the second day, the pyramids appeared in sight, but the sheer enormity of these structures was to hit home only after seeing them from up close. Majestic. They are one of those spectacles that one has to see in person to really feel their awe-inspiring wonder. No amount of 4K videos and 1280x720 pixel photos can do justice to their sight. It was like seeing the Taj Mahal for the first time (and every time). You have to see it with your own eyes.

The pyramids are on another scale though. Most accounts suggest the Great Pyramid to be over 4,000 years old (at around 375 years old, the Taj Mahal is barely out of its diapers). Imagine stacking 2.5 tonne stones — transported from Aswan (900 kilometres away from Giza) — on top of each other up to 150 metres high into perfect symmetry and with an elaborate network of chambers inside them. Four thousand years ago. The mind barely comprehends.

Iqbal, the legendary poet-philosopher from the Subcontinent after seeing the Pyramids in 1931, summed up their greatness quite well:

احرام کی عظمت سے نگوں سار ہیں افلک
کس ہاتھ نے کھینچی ابديت کی یہ تصوير

[the grandeur of these Pyramids puts lofty heavens to disgrace
what hand did build, design and frame, they seem attired in lasting grace]

Despite their age, the Giza Pyramids are well preserved — so much so that we went deep inside one of them to see the sarcophagus of Pharaoh Khafre (nope, no mummy there). Posing for photos in close proximity to Khafre's coffin was not allowed unless one greased the palms of the sole guard stationed there — and I don't mean [the Sphinx](#).

Sphinx, the part human, part animal, part bird mythical creatures in ancient Egyptian culture were built outside the Pyramids as proverbial guards of the resting pharaohs. The sole surviving Sphinx — albeit with a [missing nose](#) — is also a sight to behold and would serve as the venue later that night for a sound and light show.

The show — a highly Westernised rendition of the history of the Pyramids and Egypt — would have had [Edward Said](#) sneering. With the narrators' regal British accent and a smattering of words like "wonderment", one might as well have been at [the West End](#), except for the — unintended — constant

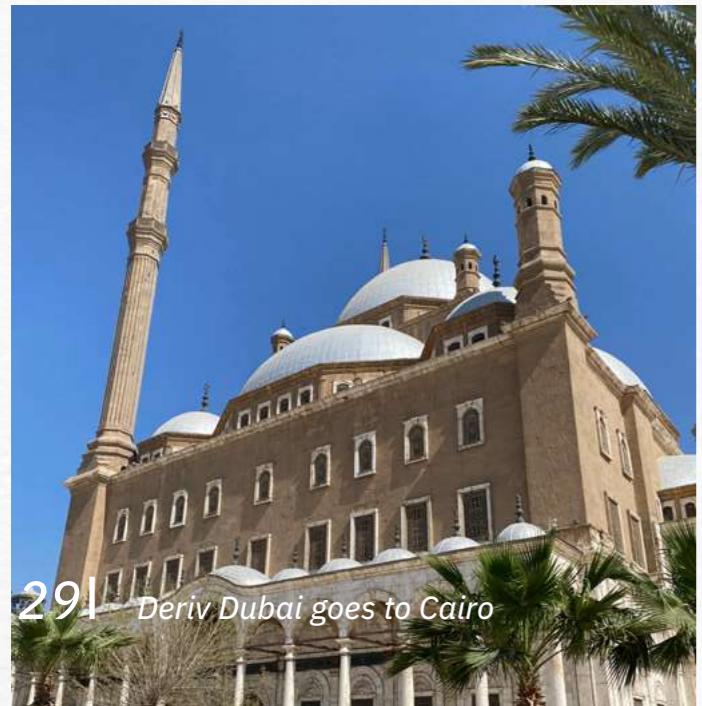
background music provided by a pack of dogs just behind the last row. “The dogs bark every time they lie in the show”, one local quipped.

After a quick dinner at the hotel, a bunch of us made a jaunt to Khan el-Khalili to get some souvenirs and discover the bazaar’s charms that we missed on the previous excursion. It turned out to be quite the experience. Finding a cab on ride-hailing apps proved futile. One expectant taxi driver drove towards us, enquired of our destination, and asked us to hop in. He had no qualms about fitting 6 of us in his rickety sedan (don’t ask for the pics!). Kareem, the driver, couldn’t speak a word of English and we had no grasp of Arabic; Google Translate wasn’t much help either, but we persevered.

The good man that Kareem was, he volunteered to accompany us to talk down any shopkeepers trying to rip us off and to take us back to the hotel once we were done. He persisted with us till we had our fill — that was when the shops started downing their shutters at the approach of police at 1.30 in the night. The cafes and restaurants remained open and bustling with people though. We had our last beverages for the day at a tea shop, observing sundry Cairene delights. Right next to us sat a group of 7 hijab-clad ladies of various ages who had an old street singer regale them with sundry Arab numbers as the women clapped and sang along — there was no ululation, sadly. Charming stuff.

As he dropped us back at the hotel, we thanked Kareem for his generosity and hospitality and bid him adieu. We had a friend for life, one of those friends who transcend language barriers.

The Muhammad Ali mosque — atop the Cairo Citadel — and the Egyptian museum would be the last 2 destinations on our Egypt itinerary reserved for the third day.



29 | Deriv Dubai goes to Cairo

The mosque (built 2 centuries ago in the archetypal Ottoman style) is a marvellous piece of architecture. Its elaborate high ceiling, stained glass windows, Arabic calligraphy, chandeliers, and the distinctive incandescent bulbs in concentric circles hanging from the roof just above the prayer hall made the mosque a breathtaking spectacle. A good part of my time in the mosque was spent attempting to recreate [this](#) Malcolm X photo. (It wasn’t quite the same with a big crowd and the lack of a suit on my back.)

Looking over the city of Cairo from atop the citadel gave a perspective of the uneven topography of Egypt’s capital city and an attestation of its moniker as the City of a Thousand Minarets.

The Egyptian Museum — a missed chance to call it Everything [the British](#) and [the French](#) Couldn’t Take with Them Museum — was a grand affair. Yes, they have mummies, two of them: [Thuya and Yuya’s](#). Although the guides claimed the mummies to be the real deal, I have my doubts considering they didn’t seem to be adequately insulated for bodies that are over 3,000 years old.

Stuff found inside King Tutankhamun’s tomb filled a rather large exhibition room all by themselves and put into perspective the level of artistry, precision, and dedication to their craft the ancient Egyptians had achieved. It was humbling to witness such history and fine craftsmanship from antiquity.



The museum visit was a revelation, giving an outlook on the richness and vastness of Egyptian history. It also revealed the myriad questions Egyptologists are still puzzled about and looking for answers to. I was left with a head scratcher of my own: why were we given just 15 minutes at the Sphinx, only to be rushed into a restaurant for a 2-hour lunch? One day I will know.

With a flight to catch later that evening, the museum tour turned into a mad rush. And this is just one of several museums in Cairo.

All in all, 3 days could never have been enough for all that Cairo has to offer. (A month-long expedition, anyone?) Nevertheless, the Dubai Derivians were a happy bunch for their experience. Need evidence? Check out their Slack display photos. And try :egypt-camel: the next time you need a laughter emoji.

Fraud Expo 2023

Olga Sidorova

“You never forget your first” is a statement that applies to almost everything, including the first post-COVID Fraud/AML expo in Kuala Lumpur, which was held on 9 March. And some of your colleagues, my dear SPARKling readers, managed to attend this event!

So, there were we, Shalini and Rajveen from the Anti-fraud team, and myself (Olga from Business Intelligence), all excited about meeting exhibitors, expecting the professional expos we could remember.

So our expectations were like this:



And our reality was like this:



As — surprisingly, not only to us but to exhibitors as well — there were only 2 (two!) booths there.

Nevertheless, that didn’t stop us from participating. We still managed to hear from the speakers from different financial institutions, listen to fraud-related panel talk, take part in the round table discussion, and talk to other delegates. And it all was fraud-related!



Among the things that we managed to learn were the following:

- How Bank Islam uses machine learning to identify fraud
- Which fraud theories are used by the Head of Fraud Management and Investigation from “Setel” in her research and practice
- If you’re scammed in Malaysia, call 997 (you’ll reach [National Anti-Financial Crime Center](#))
- One of the ways to get connected to fintech peers is through the [FinTech Association of Malaysia](#); and more.

But the main output was already known. Most of the financial institutions presented by delegates were banks and e-wallets. Their main concern when it comes to fraud is “how to protect clients and their money”.

There are two reasons why fraudsters often target online brokers. First, there is a widespread misconception stigmatising our industry that brokers always cheat on clients. Secondly, online trading is very fast-paced: it only takes seconds to open an account and make a deposit.

As an online broker, we face a unique challenge compared to banks. While banks focus on protecting their clients from fraudulent activities, we must also ensure that we protect ourselves from fraudsters who register accounts with us with malicious intent.

Here’s what Rajveen Kumar, our Fraud Analyst has to say about the event:

When the participating banks were talking about mule accounts, we could relate because our Anti-fraud team also faces similar challenges when coming across multiple accounts opened by one person on behalf of their grandmother, grandfather, granduncle, and grandaunt. And this one person will be operating all the accounts. Hence something mentioned by Tom Clifford, the Sales Director of Feedzai, which rhymed with the team view: AML should always go hand in hand with fraud prevention!

DERIV'S VERY OWN SPIES

Meet the C&MI team 2023

Dillys Anusha Devadason

One of the smaller, but quite consequential teams at Deriv is rather little known.

The Competitive and Market Intelligence (C&MI) team performs important tasks to help other teams offer better products and services to our customers. The team celebrated its first anniversary in February 2023, and as someone who has transitioned from the Customer Support team to C&MI, I can say that leading it has been a very fulfilling experience.

To give you an idea of what we do, think of us as spies — we have 3 talented analysts in our team — Dayana, Araceli, and Rosa — who specialise in analysing Deriv's competitors. This includes direct and indirect competitors in the trading industry, as well as rivals for specific products like DerivGo and DP2P.

Our work involves both internal and external analysis, as we receive requests from various teams and departments within the company. For example, when a team comes up with a new idea, they may ask us to analyse our competitors who are providing similar features and services to their clients.

That's when we put on our spy hats. We set about our task by creating "fake" accounts and logging into our competitors' websites to extract and analyse data. Sometimes we use our real credentials to verify accounts and make deposits all in an attempt to understand how their systems work, best practices, the do's, and the don'ts.

In addition to "spying", we also go about our task in more conventional ways. We have subscriptions to platforms and tools like OvertEd and Semrush that provide us with internal insights on our competitors. Moreover, we attend affiliate trips and expositions to gather data on our competitors and meet with our clients face-to-face.

We make elaborate reports on our findings and provide recommendations and insights to the requesting teams so that they can address all such potential issues in Deriv's products and services, and add features that our competitors lack. These action items are the most impactful aspect of our work since they are implemented in Deriv's own offerings and help improve our products and services.

To stay updated on the latest industry news, competitor analysis, and implemented action items, be sure to follow our slack channel, [#team_competitive_and_market_intelligence](#).

Culture

Conversations about books, movies, television, theatre, music, and others.

Pre-suation: Or how common wisdom was packaged into a bestselling book

Wasi Manazir

I remember as a child whenever I took my textbooks to bed my aunts had ready advice: "don't read on the bed, you'll fall asleep in no time." Their advice would invariably come true. I thought they were sages. It would later dawn on me that they weren't really the modern incarnation of the Oracle of Delphi, but just had an understanding of the human body. It sees food, it feels hunger. It sees bed, it wants to snooze. No rocket science.

A couple of years ago I stumbled upon (read: was forced to peruse by my previous manager) a book called Pre-suation by an American psychologist and marketer Robert Cialdini. It turned out that his thesis was little more than a repackaged and researched version of my aunts' wisdom, only that it came with an invented word — that confuses autocorrect every single time. What's more, Cialdini's immaculate appearance, practised delivery, and the New York Times Bestselling Author imprimatur lends him a credibility that was beyond my aunts' ken.

So what exactly is Pre-suation? Here's how Cialdini defines it: the process of arranging for recipients to be receptive to a message before they encounter it. Strategically guiding preliminary attention to move prospects into

an agreement with the marketing message before they ever experience it.

I heard your "wait, what?" So let me break it down: let's say you want to borrow money from someone. There are 2 ways you could approach it, one is you just walk up to the unsuspecting lender and drop this line: "Bro, give me 100 bucks."

Or you could do it this way:

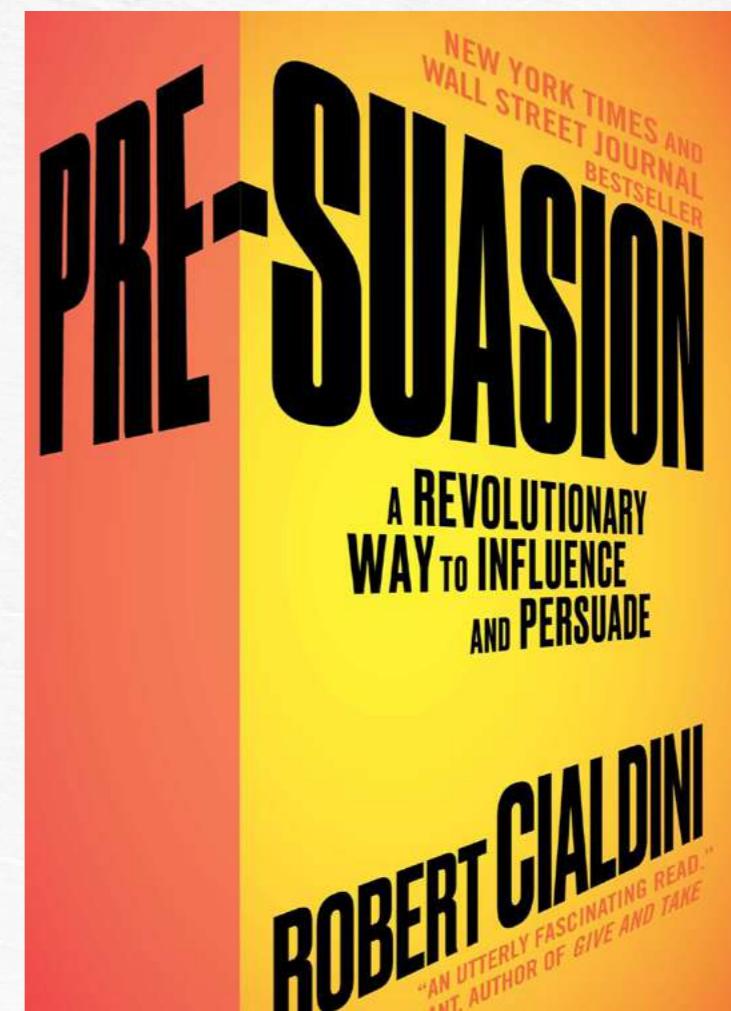
"Remember the time when your landlord kicked you out in the middle of the night? I drove all the way to pick you up and got you here to stay with me for the night? Crazy times,

Let him mull over what you just said — Cialdini calls it a "privileged moment". And then drop the bomb: "Erm, would you be able to lend me 100 bucks?"

Which approach do you think will work? Yes, exactly. No rocket science.

Cialdini gives the example of a wine shop which saw a spike in its sales of French wines just because it played French music on its system. Want someone to feel warm towards you? Pour them a hot drink before you begin the conversation. Cialdini backs his treatise with data. No wonder, then, that he was on Barack Obama and Hilary Clinton's presidential campaign teams for their 2012 and 2016 runs, respectively.

He lists 6 principles of Pre-suation: reciprocity, scarcity, authority, consistency, social consensus, and liking. An explanation of the way these principles fit into his thesis is beyond the scope of this review, however, [here's](#) Cialdini expounding upon his work.



HR Aunty



Aunty is currently dealing with a water leak on level 4. She'll be back soon

In the meantime, if you have questions for the HR Aunty, please send them to
namrata@regentmarkets.com



Sunny side up

Vincent Onyambu

Ugali – Kenyan dish

Ugali is a traditional Kenyan delicacy that uses just 2 ingredients and is fairly easy to make.

In Kenya, ugali gained popularity in the 17th century when Portuguese traders introduced maize to the coastal region. The country soon adopted large-scale maize farming, initially for exports, but later mainly to provide sustenance to its populace. Ugali is now the most favoured dish in Kenyan households.

Ingredients

- 2 cups of water
- 1 cup of finely ground white maize flour

Cooking instructions

1. Heat water in a deep pan over medium heat.
2. As the water comes to a boil, sprinkle the maize and stir continuously with a strong wooden spoon.
3. Keep stirring and pressing the mixture against the sides of the pan to break up any lumps.
4. As the mixture thickens, it becomes more difficult to mix, but keep stirring and breaking up any lumps.
5. The mixture will start to come away from the sides of the pan when it's ready (in about 4-6 minutes).
6. Transfer the ugali to a plate and pat it down into a dome-like shape

To serve:

Serve ugali hot with your favourite stew or curry

deriv

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