BRD

Project Name : Santander

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# Project overview

### 1.1 Business Background

In the Santander project, we've received a request to implement a new feature within the Santander application. The new feature will involve adding a stock exchange functionality to the application.The goal is to create a user-friendly application with the help of third-party teams. After this, we can focus more on a new group of customers interested in investments and increase customer satisfaction. Additionally, as we will charge a small percentage from investors, we will also be able to generate a profit.

### 1.2 Objective

The purpose of this document is to define the approach, deliverables, and methodologies for conducting business analysis activities during the Santander application project. The objective of this project is to add a stock exchange feature to the Santander application. This will improve the user experience, make the product more user-friendly, and ensure it aligns with current trends.

### 1.3 Scope

Analyse customer interest in the stock exchange, create a survey, and run paid advertising.

Collect all legal requirements.

Design and develop a fully functional stock exchange integration.

Contact third-party companies (e.g., Plus500) to see if they are interested in adding their stock exchange.

Create and manage customer accounts for the stock market.

Update the UX/UI of the third-party integrated service to align with Santander's colors (red and white).

Set up email notifications.

Provide access to real-time market data (price, volume, etc.).

Implement regulatory compliance and risk management features.

Integration with clearinghouses, payment gateways, and brokerage systems.

# Business Requirements

### 2.1 Functional Requirements

| **File** | **Requirement** | **Description** | **Priority** |
| --- | --- | --- | --- |
| BR-001 | User Registration and Account Setup | Users must be able to register, set up trading accounts, and perform KYC checks. | High |
| BR-002 | Real-Time Market Data Feed | Provide real-time stock prices, volume, and market depth data. | High |
| BR-004 | Portfolio management | Users must be able to view their portfolios, track performance, and analyze risk. | Medium |
| BR-005 | | Notification System | | --- |  |  | | --- | | | Users should receive trade confirmations, market alerts, and margin calls. | | --- |  |  | | --- | | Medium |
| BR-006 | | Mobile Trading Application | | --- | |  | High |
| BR-003 | | Buy and Sell Order Placement | | --- |  |  | | --- | | Users must be able to place market, limit, stop-loss, and other types of orders. | High |

### 2.2 Non-Functional Requirements

| **File** | **Requirement** | **Description** | **Priority** |
| --- | --- | --- | --- |
| NFR-001 | Performance | The system should support up to 100,000 concurrent users and handle peak trading. | High |
| NFR-002 | AML | Strong regulation of the payments | High |
| NFR-003 | Availability | The platform should maintain 99.99% uptime with disaster recovery mechanisms. | High |
| NFR-004 | | Usability | | --- | | | The interface must be intuitive, with responsive design for mobile and web users. | | --- |  |  | | --- | | Medium |
| NFR-005 | | Scalability | | --- |  |  | | --- | | | The system must be scalable to accommodate future growth in user base and volume. | | --- |  |  | | --- | | Low |

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# Stakeholder Requirements

### 3.1 Appropriate Delivery Method

| **Departament** | **Delivery method** | **Frequency** |
| --- | --- | --- |
| PO | Status meeting | Weekly |
| IT | Status meeting | Be-weekly |
| AML | Email | Weekly |
| Sales/Government /CS | Email /CC | Weekly |

### 3.2 Investors (Users):

* Must be able to buy and sell stocks securely with minimal latency.
* Require access to real-time market data and advanced trading tools.
* Need to track and analyze their investment portfolios.
* Must receive timely notifications and updates on order status and market events.

### 3.3 Third-Party Requirements:

* The third-party company wants to place their logo in the header section. By doing this, they will assume the brokerage risks.
* Will be included in the implementation stage.

### 3.4 Operations and Support Teams

* Need a robust admin interface to manage users, troubleshoot issues, and monitor system health.
* Require automated alert systems for system performance, suspicious trading, or security threats.

# Assumptions, Constraints, and Dependencies.

### 4.1 Assumptions

* The data will be provided to the third party company
* Percentage will be shared with the third party company

### 4.2 Constraints

* The platform must be launched within 12 months.
* Budget capped at $2 million, including development, infrastructure, and regulatory certification.

4.3 Dependencies

* Integration with clearinghouses and payment gateways must be completed before live trading can begin.
* Real-time data feed subscriptions (from third-party providers) must be secured before market data is available.

# Key Performance Indicators (KPIs)

* **User Growth:** Increase user base by 20% within the first 6 months of launch.
* **Compliance Audits:** Pass all regulatory compliance audits without major findings.
* **Transaction Volume:** Handle up to 1 million transactions per day with no performance degradation.
* **Database** should be ready to new amount of people +20% increase at least

# Risk Management

Licensing and Compliance: Offering stock exchange services requires different licences, regulatory oversight, and compliance measures compared to traditional banking. Banks would need to comply with regulations related to securities trading, like those enforced by bodies such as the Securities and Exchange Commission (SEC) or the Financial Industry Regulatory Authority (FINRA) in the U.S. In many countries, these regulations are stringent, so banks may avoid this to stay within their existing financial licences. Market Data Integration: Real-time stock trading involves integrating with various financial markets and data providers, which can be costly and complex. Banks may not have the technical capability or desire to invest in such infrastructure.Cost vs. Return: Banks might not find it profitable to offer stock exchange services, especially if they lack scale or a large base of customers interested in trading. The costs involved in offering these services, such as technology investments, compliance, and operational overhead, might outweigh the potential benefits unless the bank has a significant customer base interested in such products.

# Approval and Signoff