

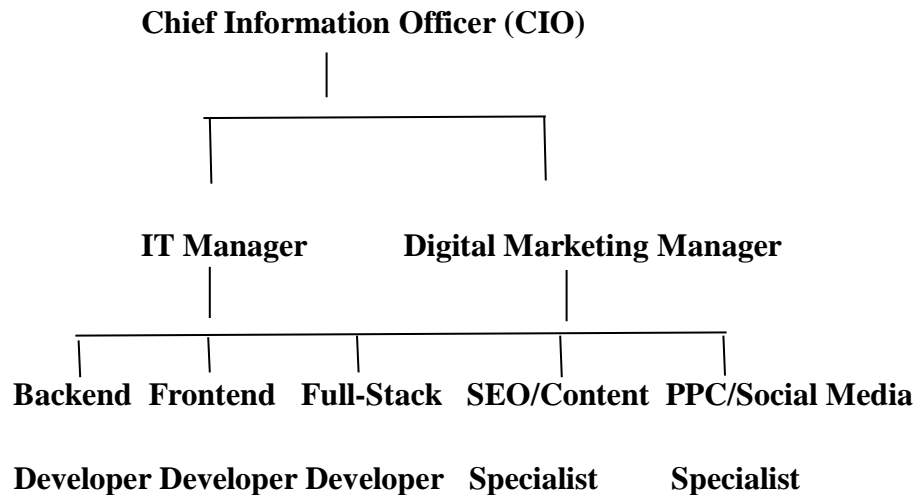
1- How many units / sub-departments are there in an IT Department?

3 Department -> 1. Software developers

2. Digital Marketing

3. SEO

2- Please provide a detailed IT Organizational Chart, including roles and responsibilities.



Roles & Responsibilities:

Chief Information Officer (CIO)

- Oversees IT and digital marketing strategy.
- Aligns technology and marketing with business objectives.
- Ensures cybersecurity, compliance, and system performance.

1. IT Department

- **IT Manager (Reports to CIO)**
 - Manages IT developers and ensures smooth operations.
 - Oversees system security, server performance, and integrations.
 - Collaborates with brokers, compliance, and marketing teams.
- **Backend Developer**
 - Manages trade execution, order management, and database integrity.
 - Develops APIs for trading platforms (MT4/MT5).
 - Optimizes performance and security.
- **Frontend Developer**
 - Develops and maintains the broker's website and client portal.
 - Ensures mobile responsiveness and UX/UI optimization.
 - Integrates third-party services (payment gateways, CRM).
- **Full-Stack Developer**

- Works on both front-end and back-end development.
- Develops custom features like reporting dashboards.
- Ensures system security and API stability.

2. Digital Marketing Team

- **Digital Marketing Manager (Reports to CIO)**
 - Develops and implements marketing strategies for client acquisition.
 - Oversees paid campaigns, SEO, and social media efforts.
 - Coordinates with IT for website optimization and tracking.
- **SEO & Content Specialist**
 - Optimizes website for search engines (Forex keywords, landing pages).
 - Creates educational content and blog articles.
 - Analyzes performance metrics (Google Analytics, SEMRush).
- **PPC & Social Media Specialist**
 - Manages paid ads (Google Ads, Facebook, LinkedIn).
 - Runs social media campaigns for lead generation.
 - Optimizes ad performance and tracks conversion rates.

3. Is there any IT Strategy in Place?

YES

4. Systems Interface diagram showing all the systems and their interfaces?

Chief Information Officer (CIO)

|

| Financial Advisor | <--> | Liquidity APIs | <--> | Market Makers |

(Financial Consultancy)

| CRM System | <--> (Client Accounts, KYC/AML)

| Marketing Research |

| Payment Gateway | | Risk Management System | | Regulatory Reporting |

| Website & Client Portal |

| Marketing & Analytics |

| IT Security & Monitoring |

5. List of vendors along with their respective service.

1. Trading Platform Providers

- **MetaQuotes (MT4/MT5)**

2. Payment Gateway Providers

- MyFatoorah

3. VoIP & Communication Solutions

- Zoiper

4. Website, Client Portal & Marketing Tools

- **Google Ads & Facebook Ads** – Paid advertising for forex brokers.
- **SEMrush & Ahrefs** – SEO tools for optimizing broker visibility.

5. Security & Infrastructure

- **Cloudflare** – DDoS protection and website security.

6. Bulk SMS Providers

- Bulk SMS