FinTech Use Case Playbook

7 Proven FinTech Solutions Driving Results Across the Demanding Industry

In a market defined by acceleration, differentiation, and constant reinvention, leading tech companies face pressure to deliver impact at scale — faster than ever before.

This playbook highlights seven field-tested solutions across digital bond issuance, waste management CRM integration, gamified finance apps, and more — each designed and delivered to solve high-value challenges with precision.

Explore real-world use cases where complex demands in capital markets, trading, payments, data management, and customer operations were transformed into enterprise-ready solutions through targeted engineering.

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Digital Bond Issuance Platform 4

- **Technology Stack**
- **Challenge:** Manual deal flows, strict regulations, need for scalable digital adoption
- **Solution:** Built digital modules, optimized codebase, ensured compliance
- **Results Overview**

Salesforce & Data Integration for Waste Management 6

- **Technology Stack**
- **Challenge:** Complex CRM, fragmented data, high call center dependency
- **Solution:** Customized Salesforce, integrated data with Talend, added self-service portal
- **Results Overview**

Gamified Finance App Transformation 8

- **Technology Stack**
- **Challenge:** Mobile-only design, unstable backend, inefficient infrastructure
- **Solution:** Delivered scalable web app, stabilized backend, automated infrastructure
- **Results Overview**

Global Payment System Optimization 10

- **Technology Stack**
- **Challenge:** High payment failure rates, manual tax processing, poor user experience
- **Solution:** Built resilient system with 99.95% uptime, automated tax for 50+ countries
- **Results Overview**

Trading Platform Web & Mobile Upgrade 12

- **Technology Stack**
- **Challenge:** Outdated frontend, poor responsiveness, limited scalability
- **Solution:** Designed enterprise-grade web/mobile apps, added advanced charting & reusable UI library
- **Results Overview**

Centralized Back-Office for Support 14

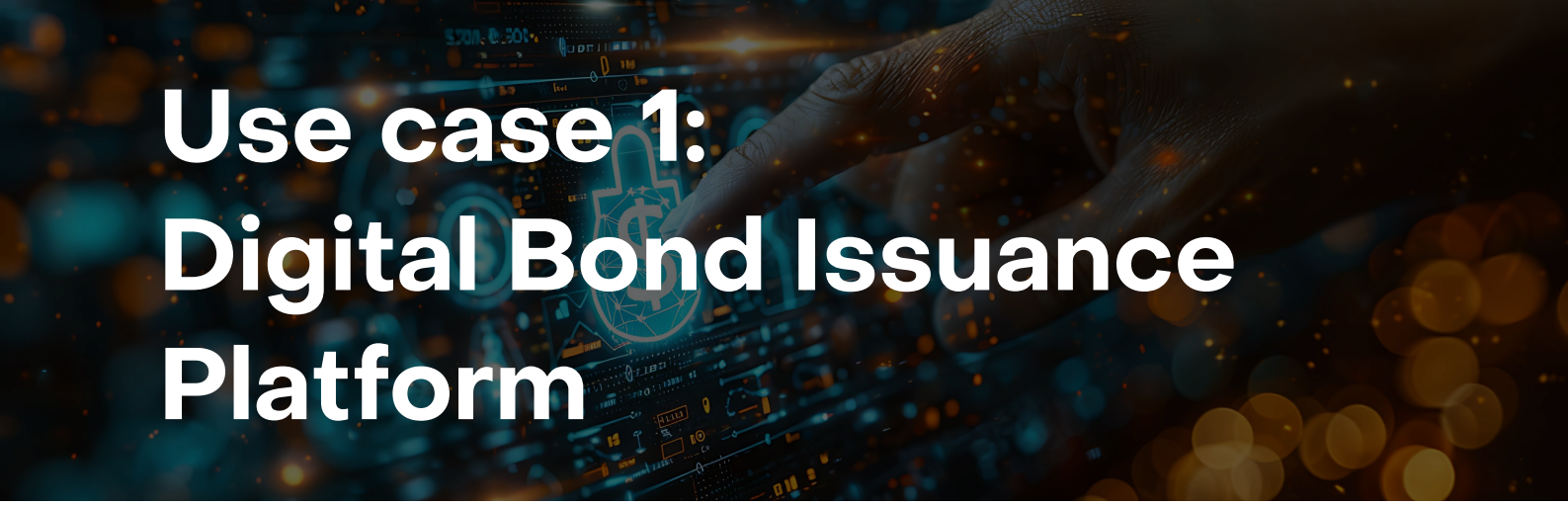
- **Technology Stack**
- **Challenge:** Fragmented tools, manual handling, lack of visibility into client activity
- **Solution:** Built unified back-office interface, connected APIs, reused shared UI components
- **Results Overview**

FIX Protocol for Equity Markets 16

- **Technology Stack**
- **Challenge:** Manual workflows, lack of FIX connectivity, scalability and latency requirements
- **Solution:** Implemented FIX infrastructure, enabled order submission, execution reports & allocations
- **Results Overview**

Appendix 18

- Contact Innovecs for Consultation and Support



Use case 1: Digital Bond Issuance Platform

Applicable domains:

SaaS | RegTech | Digital Asset Platforms | B2B in Regulated Industries

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Challenge:

The project faced several key challenges, including the need to persuade traditional market participants to move from manual processes to a digital platform. We also had to ensure the platform adhered to stringent financial regulations across multiple jurisdictions. Additionally, building a scalable solution that could compete with established financial technology firms while offering a superior user experience was a critical challenge.

Solution:

New Features Development:
Delivered new modules and features tailored to the specific needs of debt capital market participants, enhancing the platform's functionality.

Refactoring and Optimization:
Supported and refined the existing codebase to ensure it aligns with best practices, optimizing performance and maintainability.

Collaborative Efforts:
Worked closely with the client to identify pain points and implement solutions that directly address user needs and regulatory requirements.

Results:

New features and modules improved the platform's

usability and attractiveness to institutional investors and debt issuers.

Enhanced system performance through refactoring,

reducing technical debt and increasing maintainability.

Improved platform functionality and reliability contributed to

higher user adoption rates among market participants.

Use case 2: Salesforce & Data Integration for Waste Management

Applicable domains:

SaaS | Utilities & Energy Providers | Field Services & Logistics | CX Platforms | Data-Driven Enterprises

Technologies used:

APEX | aura | CSS | HTML | Lightning Web Components | Google Cloud Partner | service cloud | snowflake | Visual Studio Code | talend

Challenge:

- Enhancing a complex internal CRM system with limited technical leadership from the client's side.
- Ensuring the successful deployment of high-priority Salesforce and data integration projects.
- Managing and integrating interconnected systems and processes with high complexity.
- Supporting a self-service platform for customer waste pickup scheduling to reduce call center dependency.

Solution:

Salesforce CRM Customization:
Developed and optimized modules including Profiles, Permission Sets, Autolaunched Flows, Sharing Settings, Objects, Apex Triggers, Validation Rules, and more. Successfully handled the most complex tasks and bug fixes.

Discovery Phase Contributions:
Conducted a comprehensive analysis of the client's infrastructure and prepared recommendations for system improvements.

ETL Processes Using Talend:
Built robust data transfer and integration workflows, ensuring smooth communication between systems.

Self-Service Platform Implementation:
Created a Salesforce-based self-service platform allowing customers to schedule waste pickups, track statuses, and view recycling savings without call center involvement.

Results:

Successfully deployed Salesforce projects,
addressing the most complex challenges.

Provided ongoing infrastructure analysis
to identify and implement key improvements.

Enabled a self-service platform, reducing customer reliance on call centers saving time for both the client and customers.

Saving time for both the client and customers.

Use case 3: Gamified Finance App Transformation

Applicable domains:

High Tech | Online Trading | Consumer Finance | Cryptocurrency Platforms

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Technologies used:

docker | node.js | React | TypeScript | Vite

Challenge:

The client faced multiple challenges, including the need to transition from a mobile-centric design to a full-fledged web application. There were also many infrastructure inefficiencies, requiring optimization for scalability and automation. The platform also had a poorly optimized legacy backend, causing instability and high maintenance efforts

Solution:

Our team developed a stable, high-performing web application that adhered to the client's vision while resolving existing backend issues.

Key solutions included:

- Migrating the client's initial designs and plans into a fully functional and interactive web platform;
- Optimization of the infrastructure through automation to reduce manual intervention and ensure streamlined updates.
- Enhancing backend stability and scalability to support growing user demand.

Results:

Scalable web application

successfully deployed to production, meeting the client's requirements.

Automated processes

minimized the reliance on manual work.

Backend optimizations improved

stability and reduced maintenance efforts.

Legacy code was significantly improved, resulting in

enhanced performance and reliability.

Seamless and responsive web experience

increased the overall user satisfaction.

Use case 4: Global Payment System Optimization

Applicable domains:

SaaS | E-commerce | Digital Marketplaces | Subscription Services | Online Education | Creative Software | B2B Platforms | Digital Content | Cloud Services | Software Licensing

Technologies used:

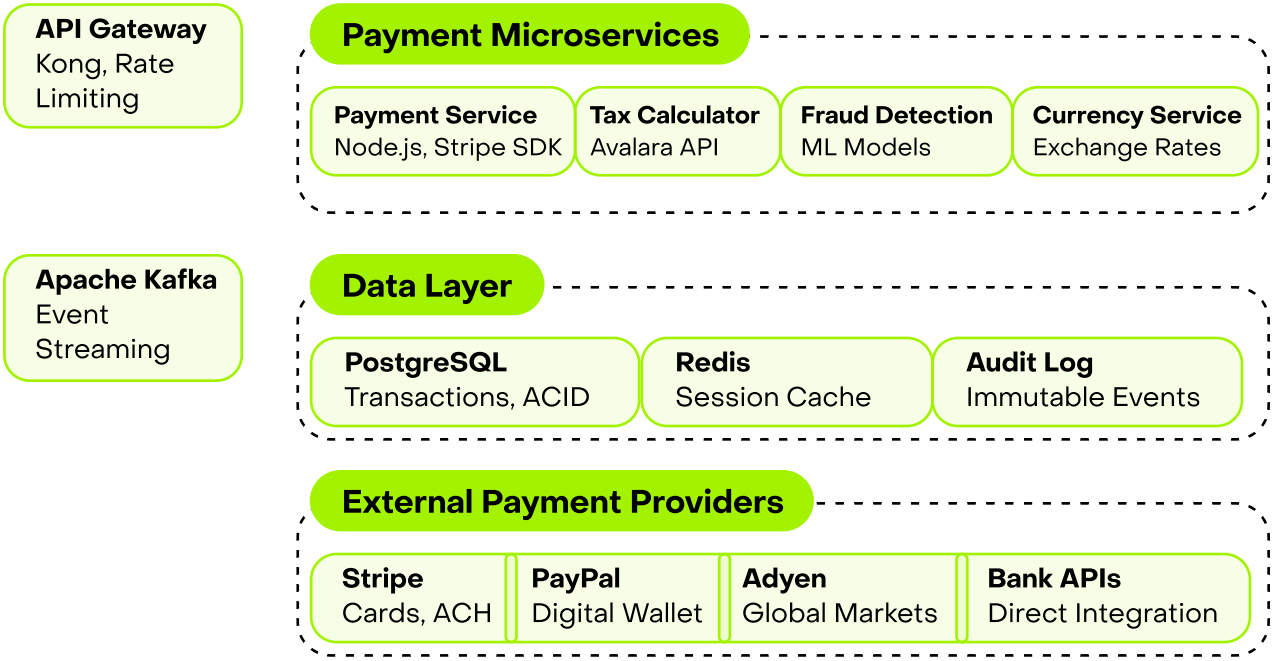
.NET Core, adyen, kafka, Braintree (A PayPal Service), docker, spring boot, kubernetes, Microservices Architecture, node.js, PayPal, PostgreSQL, Python, Flask, django, RabbitMQ, Redis, Square, stripe

Challenge:

The existing payment system lacked the sophistication needed for global operations, with payment failures occurring in 12% of transactions and manual tax calculations for 25+ countries taking an average of 3-4 business days per transaction, creating significant user friction

Solution:

- Delivered a robust payment processing system designed to handle secure and convenient transaction processing with **99.95% uptime SLA.**
- Built comprehensive technological infrastructure capable of automatically calculating tax burdens for users from **50+ countries in real-time**, reducing processing time from days to milliseconds.



Results:

99.95% uptime SLA

84% faster transactions processing

67% decrease in payment-related customer support tickets

Payment failures reduction **from 12% to 0.8%**

Use case 5: Trading Platform Web & Mobile Upgrade

Applicable domains:

FinTech Trading Platforms | High-Load | High-Frequency Data Applications

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Technologies used:

Java, C++, Kotlin, Swift, Node.js, TypeScript, React, Redux, Mobx, aws, mongoDB, Redis, TradingView, ChartIQ, WebSocket, amazon SQS, socket.io, CLOUDFLARE

Challenge:

- Outdated, startup-grade frontend unable to scale with rising demand.
- Need for enterprise-level architecture to support high-frequency trading workloads.
- Poor responsiveness and UI performance undermined user trust and experience.

Solution:

- Built dedicated web and mobile teams, covering recruitment, delivery, and quality assurance.
- Designed a new frontend architecture from scratch, tailored for high-load FinTech requirements.
- Integrated TradingView for advanced charting, enhancing usability for professional traders.
- Developed native mobile apps (Android in Kotlin, iOS in Swift) for high-performance trading on the go.
- Delivered a reusable UI library to ensure consistent design and accelerate rollout of future products.
- Established release management and QA processes to support continuous delivery.

Results:

Beta release of Web Frontend 2.0 delivered around month 9

mobile apps reached production in parallel.

Achieved 90% test coverage,

ensuring long-term stability.

Reached a stable 30 frames per second refresh rate

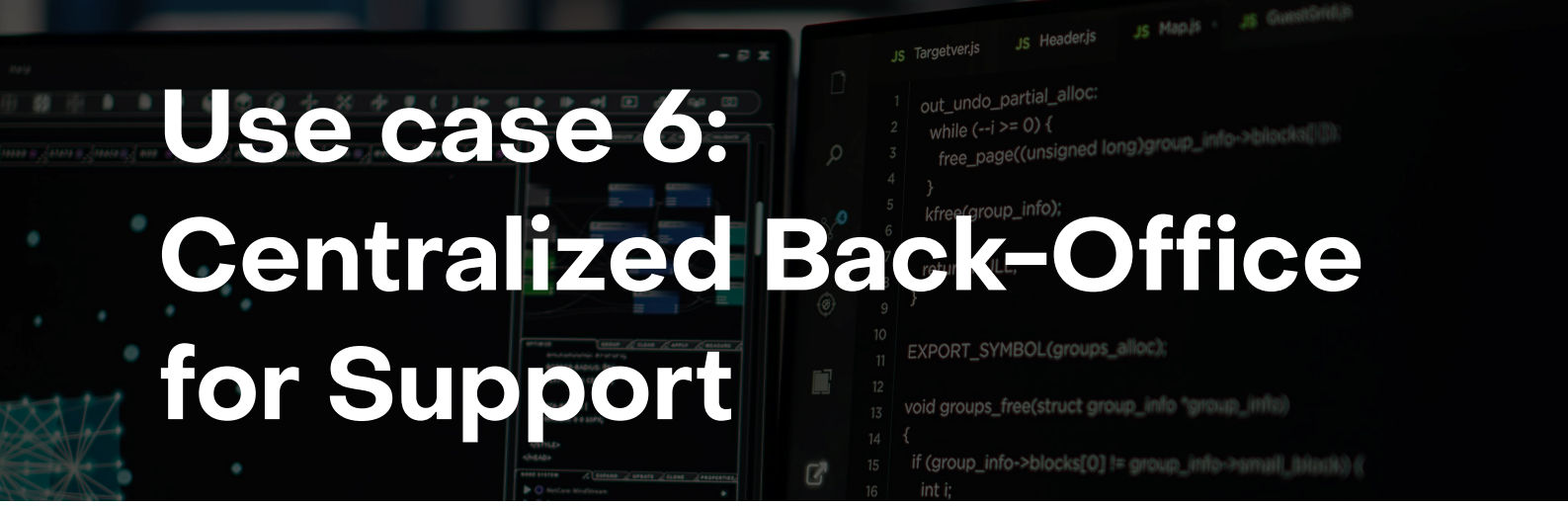
in the trading interface.

Reduced bounce rate by 30%

and improved user acquisition rate through a better interface.

Provided reusable components and architecture

that shortened delivery for subsequent platform updates.



Use case 6: Centralized Back-Office for Support

Applicable domains:

SaaS | FinTech Back-Office Tools | Document Management | Business Intelligence

Technologies used:

Java, C++, Kotlin, Swift, Node.js, TypeScript, React, Redux, Mobx, aws, mongoDB, Redis, TradingView, ChartIQ, WebSocket, amazon SQS, socket.io, CLOUDFLARE

Challenge:

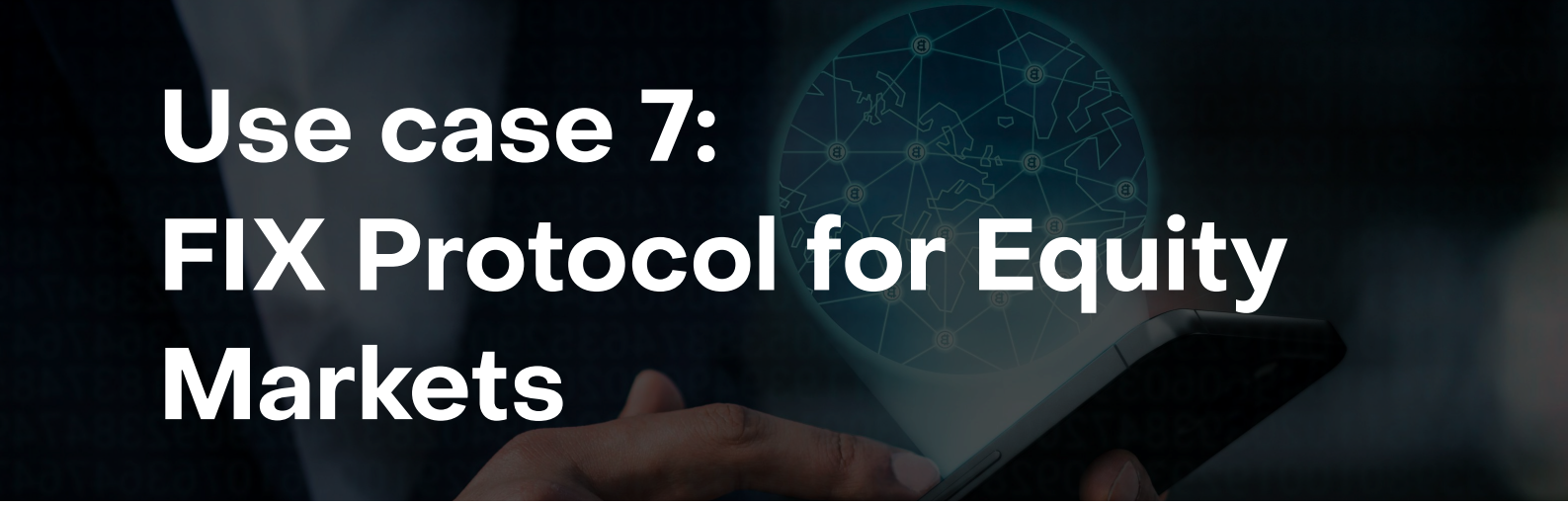
- Non-standard support requests required manual handling across fragmented third-party systems.
- Lack of transparency made it difficult to investigate fund-related issues.
- Support agents needed a single view of client transactions, activity, and requests.

Solution:

- Delivered a dedicated back-office interface specifically for handling complex support requests.
- Connected to internal APIs to provide a consolidated view of user data and account activity.
- Reused shared UI components from the trading platform to maintain consistent design and usability.

Results:

Improved processing efficiency of complex support requests by	**40%**
Increased first-response resolution rate by	**25%**
Raised customer satisfaction scores for support interactions by	**20%**



Use case 7: FIX Protocol for Equity Markets

Applicable domains:

FinTech

Technologies used:

AWS Lambda · amazon SQS · amazon SNS · DynamoDB · AWS Fargate

Effect · nest · Jest · Playwright · HashiCorp Terraform · serverless

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Challenge:

Manual Processes:
Primary market workflows were unstructured (emails, calls, notes) with no standardized automation.

Adoption Barrier:
Institutional investors and banks expect FIX, the industry-standard protocol, for connectivity — the lack of FIX support limited adoption.

Scalability:
Needed to build a robust infrastructure capable of handling multiple high-volume institutional clients without system overload.

Performance Expectations:
FIX is widely used in secondary markets, where ultra-low latency is standard. Adapting FIX for the primary market posed performance and optimization challenges.

Solution:

Infrastructure Architecture:
Designed an AWS-based distributed system with per-client Lambda queues to ensure isolation and prevent overload (backpressure).

Core Implementation:
Built functionality to handle FIX logon, fetch relevant deals, convert them into FIX messages, and deliver to investors.

Order Submission & Validation:
Developed order creation, validation logic, and error handling (business rejection messages when inputs are invalid).

Execution Reports:
Implemented automatic feedback loops — investors receive FIX execution reports upon successful order creation.

Allocations:
Final MVP milestone included allocation reporting, where banks confirm final share distribution back to investors via FIX.

Results:

MVP Delivered:

Complete FIX-based order lifecycle (logon → deal visibility → order submission → execution report → allocation).

Investor Connectivity:

First institutional clients scheduled to onboard in October 2025.

Adoption Potential:

Each institutional client represents a major bank or fund; securing even 10 clients would ensure significant revenue.

Future Roadmap:

Extend FIX connectivity to banks as well as investors.

Partner with Innovecs

Innovecs is a global digital services company with a presence in the US, the UK, the EU, Israel, Australia, and Ukraine. We operate as the parent company, offering a tech-driven ecosystem of expertise, services, and solutions through specialized sub-brands: Innovecs High Tech, Innovecs Supply Chain, Innovecs Games and Innovecs Play.

Quick facts

13
Years of cross-industry experience

25
Delivery locations worldwide

150+
Happy clients

92%
NPS score

650+
Highly skilled developers, engineers, architects

127%
Business growth over the past three years

Let's build what's next

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INNOVECS
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