

New Mobile App by Kenmore Design Aims to Fill the ‘Desktop Only’ Gap.

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Kenmore Design, a leader in Forex web solutions, announces the roll-out of a new **Mobile App**, which aims to complement the **Trader’s Room** back-office.

The long awaited **Trader’s Room** Mobile App brings the back-office to **Traders and IBs** in a new streamlined mobile experience for Apple iOS and Android platforms.

Since the App is aimed primarily at the clients of retail FX Brokers it is **branded and customized** based on a **Broker’s** requirements and regulation compliance.

Once deployed, the App becomes an ‘On the go’ companion to every client of the brokerage:

- **Traders** can make **mobile deposits / withdrawals**, analyze and share trading results, and keep an eye on live current quotes
- **IBs** expand their reach with **social media and other mobile-friendly promo materials** while monitoring the performance of their traders and sub-IBs.

The App intends to **keep a Broker’s clients engaged** by opening an additional and **very personal channel of communication**, including the ability to relay various support issues.

All of Kenmore Design’s products are **built-to-order**, which means **flexibility and extendability**.

Several top extensions will allow for fully automated **Push Notifications** to Traders, warning them of Margin Calls and similar time-sensitive events.

Finally, and most importantly: The Forex mobile market is currently dominated by one size-fits-all types of apps. Unlike general-purpose solutions, Kenmore Design’s personalized built-to-order App **strengthens brand loyalty and furthers efforts to retain customers** while providing a Brokerage with additional marketing angles.

For more information on the Mobile App: www.kenmoredesign.com/solutions/mobile-solutions/

About Kenmore Design

*Kenmore Design is a recognized name and a comprehensive leader in **Forex Web Design and Development**. The Boston-based developer is primarily known for its **Trader’s Room**, a web-based portal that combines web tools for both traders and brokers. Other services include: **MT4, MT5, cTrader, xOpenHub, website integration, Forex CRM, Social Trading, Multi Level IBs, and much more**. Learn more about Kenmore Design at www.kenmoredesign.com*

