

## **Gerchik & Co is the first broker to launch RoboX in CIS**

**RoboX, the smart trading machine is the new simple, personalized, and dynamic method of FX trading that uses technology to the trader's advantage**

12 December 2016 – [Tradency](#), a pioneering financial technology provider, focusing on B2B product development and advanced services for retail investors and retail traders and Gerchik & Co announced the launch of RoboX. The new exciting service is a smart trading machine based on powerful packages of strategies. The packages selection process is accompanied by proprietary risk matching engines that tailors each trader with a bespoke portfolio of packages best suited to his trading preferences and risk flavor.

Gerchik & Co was founded at 2015, under the leadership and management of Alex Gerchik. RoboX is Gerchik & Co's newest offering, Oleg Kompaniets, CIO at Gerchik & Co, believes that machine inelegance based trading solutions such as Robox is the perfect tool for providing transparent and comfortable opportunities for trading.

Evgeny Chernin Tradency's Head of Sales, Russia & CIS explains further about the core concept behind RoboX: "To generate this innovative service RoboX automatically correlates between the trader's personal risk tolerance and trading flavors which are determined by a short questionnaire, and a proprietary algorithm that scans our more than 1,000,000 strategies. RoboX takes all this data into account then creates packages according to predefined rules. Each package is automatically updated by the unique algorithm that keeps afloat only the most suitable strategies matching the trader's trading profile."

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### **About Gerchik & Co**

Gerchik & Co is the international broker company specializing in service provision on Forex. The company was founded in 2015 by the professional traders in order to

offer the traders and investors the trading conditions meeting their requests and time realities.

Alex Gerchik, the founder and president of the company, is known as the most break-even trader of modern time. His surname in the name of the company became a guarantee of honesty and responsibility to client. Ivan Kroshnyi and Andrey Zhyla, the legendary trader's followers, also became the Gerchik & Co co-owners. Their experience and professionalism help to establish the new generation broker.

The company goal is to provide breakthrough trading conditions on Forex, to make it high-quality and comfortable for each participant of the exchange market.

The company clients are provided with the five types of accounts and special trading conditions, offered with different variants of trading training and innovative services, one of which is a pioneering RoboX.

### **About Tradency**

Tradency is a pioneering financial technology provider, focusing on B2B product development and advanced services for retail investors and retail traders. Tradency has been successfully providing automatic trading and advised investment platforms used by millions of end users globally. By deploying Tradency's B2B business models, financial institutions around the world, license and market Tradency's revolutionary financial technology, creating new market trends and business opportunities.

Tradency invented the Mirror Trading concept in early 2005, creating a bank grade trading service that provides retail traders with valuable, professional knowledge and automatic trading strategy implementation. Since early 2015, Tradency is leveraging its success by bringing its established technology to provide financial institutions with a full stack digital investment ecosystem to serve the fast growing global robo advisory market and end-to-end, frontend & backend solutions for cross assets markets. Tradency is active in all 5 continents and has a prominent presence in Japan. For more information, please visit [www.tradency.com](http://www.tradency.com)