
Z.com

GMO-Z.COM: Digital Onboarding Experience



Internet Services



Tokyo, Japan



bullion.z.com

GMO-Z.com Trade UK Limited is the world's largest retail forex provider by volume. They partnered with NorthRow and muinmos to deliver a completely digital onboarding experience for their clients whilst adhering to the highest compliance standards.

The background

GMO-Z.com recently announced a new prime-of-prime brokerage service, offered to regulated brokers, hedge fund and asset managers, private banks and proprietary traders. Clients will benefit from curated liquidity pools and gain direct access to optimised FX, precious metals, commodities, and equity indices markets.

Anticipating a fast-growing customer base, GMO-Z.com recognised they needed a seamless and complete digital onboarding experience to meet customer expectations for FX trading whilst delivering regulatory compliance.

The Challenge

The compliance requirements and verification that GMO-Z.COM needed to fulfil as part of its onboarding and trading processes were highly complex and resource-hungry.

GMO-Z.com needed to verify the identity of individuals and corporate entities to ensure Anti-Money Laundering (AML) compliance obligations were met, and to perform robust client classification, suitability, and appropriateness assessments on their clients so their users can begin trading with a range of global financial products, whilst ensuring compliance with MiFID II and other global regulations.

How NorthRow Helped

Once a client is onboarded successfully using the NorthRow API, the Muinmos PASS regulatory AI-based engine instantly maps global regulatory permissions. This enables GMO-Z.com to perform accurate and fast, risk-free processing of their clients in terms of classification, suitability and appropriateness of each product and service offered, together with cross-border clearance.

The combined solution and built-in governance workflows are essential to prevent GMO-Z.com from misselling financial products. In addition, all verification and assessment can be completed within a few minutes at a fraction of the cost.



10

Bullion products across two major trade categories

21

Different countries at 72 locations, composes with 9 listed companies and 114 subsidiaries

25+

Years of of being the leading bullion trading specialists

What Now?

The longstanding partnership between NorthRow and Muinmos delivers an accelerated onboarding process for GMO-Z.com. They can offer a fully digital experience that allows the end-user to complete their application quickly, ensuring compliance with the relevant Anti-Money Laundering (AML) and MiFID II regulations.

The partnership provides a complete solution to GMO-Z.com to automatically onboard clients efficiently and effectively. It also mitigates the risks of regulatory fines and ensures they remain compliant 24x7 as new regulatory parameters are added.



Enhanced client onboarding

Significant reduction in client onboarding times



Continued compliance

Ongoing compliance with AML & MiFID II



One supplier

One API, one contract and automatic upgrades



Client experience

Best-in-class technology to improve user experience



Suitability and appropriateness

Automated client suitability and appropriateness

Key Benefits



NorthRow provides software which empowers compliance officers to make faster decisions and onboard customers in seconds, not days whilst complying with ever-changing legislation, so that they can contribute to their business' growth, safely.



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