

# Altex Digital Exchange & BTSE Enterprise Solutions:

## Pioneering Cryptocurrency Excellence in Mongolia



### Introduction

In 2022, amidst a volatile and unpredictable cryptocurrency market, Altex Digital Exchange, a licensed cryptocurrency exchange in Mongolia, emerged as a pioneering force. This was a period of great challenge, yet also one of opportunity.

Altex Digital Exchange faced critical issues with their previous solutions provider, leading to a dissolution of the partnership. This pivotal moment brought BTSE Enterprise Solutions into the picture. As a provider of cutting-edge technology and scalable infrastructure, BTSE Enterprise Solutions helped Altex build a robust and scalable platform, tailor-made for the evolving demands of Mongolia's digital finance sector. This partnership highlighted BTSE Enterprise Solutions's role not just as a solutions provider, but as a catalyst for market entry and growth for businesses in the dynamic world of cryptocurrency.

Altex Digital Exchange's journey, from navigating initial challenges to achieving remarkable growth with BTSE Enterprise Solutions, underscores the power of strategic partnerships, adaptability, and customer-focused innovation in the cryptocurrency exchange market.

### Navigating a Dynamic Market Landscape

As Altex Digital Exchange embarked on its journey in the crypto exchange market, it did so during a time of notable uncertainty. This phase presented distinctive challenges, notably the task of building credibility in a market that was experiencing instability, particularly with local token ventures.

Altex Digital Exchange strategically chose to concentrate on major, established tokens. This decision was a calculated move to align with more stable and recognized assets in the crypto space, setting a foundation of trust and assurance for its users.

## Technological Setbacks with Initial Provider

Altex Digital Exchange's initial journey with their former service provider was fraught with challenges:

- ▶ Banking difficulties due to the bankruptcy of a partner bank
- ▶ A clunky, non-intuitive user interface that deterred new crypto users
- ▶ Extremely limited trading options with only 20 cryptocurrencies and 3 order types
- ▶ Prolonged resolution times for support queries

In short, the platform they had built was becoming increasingly untenable. It became clear that this particular platform was not built for scale.

## Strategic Transition to BTSE Enterprise Solutions for Enhanced Growth

**Aligning with Growth Ambitions:** To realize their expansive growth goals, Altex Digital Exchange identified the need for a platform that was not only robust and scalable, but also user-friendly. This realization led them to choose BTSE Enterprise Solutions as a growth partner. Captivated by the superior user interface and experience offered by BTSE Enterprise Solutions, Altex Digital Exchange saw the potential for a platform that could provide an extensive array of features.

**Comprehensive Platform Features:** With BTSE Enterprise Solutions, Altex Digital Exchange aimed to create a platform enriched with a wide selection of major tokens for both spot and futures trading. Additionally, they envisioned incorporating advanced features such as bot copy trading, staking, and P2P capabilities, coupled with a deep liquidity pool. This strategic shift was crucial in transforming Altex Digital Exchange's operations, enabling them to offer a more diverse and comprehensive service to their users.

### What Altex Digital Exchange Valued in BTSE Enterprise Solutions:



#### User-Friendly Interface

BTSE Enterprise Solutions' platform offered an intuitive user interface, making it accessible for both amateur and experienced crypto traders, a significant upgrade from their previous experience.



#### Responsive and Efficient Support:

BTSE Enterprise Solutions' proactive support system was a marked improvement, addressing issues promptly and efficiently, a critical factor for Altex Digital Exchange in maintaining customer trust.



#### Diverse Trading Options

With BTSE Enterprise Solutions, Altex Digital Exchange expanded its trading options beyond the limited scope provided by the initial provider. This included a wider variety of tokens and the introduction of new services such as spot and futures trading, bot copy trading, staking, and P2P capabilities.



#### Financial Sustainability

The commercial terms with BTSE Enterprise Solutions were more aligned with Altex Digital Exchange's needs as a growing startup, offering a sustainable financial model for their operations.

## BTSE's Customized Solution



**Efficient Transition and Customization:** With BTSE Enterprise Solutions, Altex Digital Exchange transitioned to a tailored white label solution aligned with their branding and operational needs. The shift was executed with remarkable efficiency – from contract to deployment in mere weeks.

**Enhanced Capabilities and Services:** Altex Digital Exchange introduced a range of trading functions, such as spot and futures trading, bot copy trading, staking, P2P capabilities, and even a user referral program. This broadened Altex Digital Exchange's market appeal and opened new revenue streams.

## Revenue Growth and Market Dominance



**Significant Revenue Uplift:** Post-transition to BTSE Enterprise Solutions, Altex Digital Exchange nearly doubled its revenue year-over-year. This impressive growth was a direct result of the enhanced user experience, diversified trading options, and strategic local market engagement.

**Consolidated Market Share:** Altex Digital Exchange solidified its position in the Mongolian market, capturing a significant share. This was achieved through a strategic expansion of services, innovative market approaches like the tokenization of commodities, and a focus on reliability and comprehensive offerings.

**Enhanced Local Market Engagement:** Leveraging BTSE Enterprise Solutions' technological support, Altex Digital Exchange refocused on marketing tailored to the Mongolian market. Through social media, sports sponsorships, and local promotions, they enhanced their market presence and brand recognition by aligning closely with the cultural and local preferences of their audience.

**Innovating in a Resource-Rich Landscape:** As Mongolia boasts an abundance of natural resources, Altex Digital Exchange is uniquely positioned to bridge traditional commodities with cutting-edge blockchain technology. With the robust technological framework provided by BTSE Enterprise Solutions, Altex Digital Exchange is at the forefront of supporting initiatives like the tokenization of natural commodities. This innovative approach represents a melding of Mongolia's rich traditional sectors with the transformative potential of blockchain.

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Our journey with BTSE Enterprise Solutions has been nothing short of revolutionary. Their cutting-edge technology and bespoke solutions have empowered us to redefine the cryptocurrency landscape in Mongolia. We've not only doubled our revenue and captured the lion's share of the market, but we've also set a new standard in the digital finance world. This partnership has transformed Altex Digital Exchange from a budding exchange into a formidable market leader, pioneering innovative solutions in a resource-rich country. It's a testament to our vision, our team's dedication, and the transformative power of the right partnership.

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— Enkhjavkhlan Tsogtbaatar, CEO, Altex Digital Exchange



## Future Outlook

Altex Digital Exchange envisions further expansion and innovation, including potential issuance of a native token. With the ongoing support of BTSE Enterprise Solutions, Altex Digital Exchange is well-positioned to strengthen its dominance in the Mongolian crypto market and further solidify its reputation as a leader in innovative financial technology solutions within the region.

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Watching Altex Digital Exchange's meteoric rise under our partnership has been a testament to what visionary leadership and innovative technology can achieve together. Altex Digital Exchange's remarkable growth, from a burgeoning startup to Mongolia's leading crypto exchange, showcases not just their market acumen but also the transformative potential of our solutions. Their success story is a brilliant illustration of how we, at BTSE Enterprise Solutions, empower our partners to not just navigate but conquer the dynamic world of cryptocurrency. Altex Digital Exchange's achievements are as much a milestone for them as they are a beacon of our commitment to revolutionizing digital finance globally.

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— Marco Jorge, Director of Business Development, BTSE



Get in touch with BTSE Enterprise Solution for more details around embarking on your White Label journey

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