



Lindsey Copping,  
CFO

## Background

**Matrix** is a best-in-class virtual asset exchange and custodian in Abu Dhabi, launched in May 2021. The exchange is licensed, secure, and sound with successful security. It has been gaining popularity as a result of the consumer need for safe crypto exchanges.

It is Matrix's mission to provide a world-class crypto trading platform and act as the most trusted gateway into virtual assets. The company's objective is to build a global clientele by providing the best-in-class cold storage and risk management system.

---

## The Problem

Matrix wasn't sure what kind of accounting software they needed in the beginning and basically began with a blank slate. The crypto space is new and requires constant revaluation and fine-tuning to manage. They realized early on that they wouldn't be able to use traditional accounting software because they all lacked crypto functionality.

Without crypto functionality in its accounting software, Matrix had to rely on employees to manually manage their crypto assets. Charged with monitoring large volumes of virtual assets, this task became nearly impossible for their staff.

---

## SoftLedger Solution

Soon after its launch in May, Matrix Exchange began managing all its cost bookings, client transactions, and crypto assets with SoftLedger. The start-up's employees found SoftLedger crypto accounting software extremely easy to use.

*"We love how intuitive it is. If you have ever used an accounting system, you can come in and pick it up. It's not lacking any functionality, but it's so easy to understand."* - Lynsey Copping, Chief Financial Officer.

Matrix also valued SoftLedger's flexibility in helping them figure out ideal ways to utilize the software in their business, which included some troubleshooting and problem resolution that we were happy to provide.

We are constantly updating and improving our platform based on customer feedback. In turn, Matrix was able to rely on our fast turnaround anytime they needed a response from the SoftLedger customer support team.

---