



Inside Market Data

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Traderforce Targets December Rollout for Update

French market data and trading technology vendor Traderforce aims to deploy the first production release of version 11 of its desktop terminal by the beginning of next month, and plans to migrate all clients onto the new platform before the summer of 2009, officials say.

Version 11 of the Traderforce desktop, which is currently in the final stages of quality assurance testing, allows customers to access market data, trading and risk management modules via a single integrated terminal (*IMD*, April 28).

"In the past, we had different versions for trading, risk and market data. This is an all-in-one platform mixing an execution management system with an advanced market data terminal, along with portfolio and risk analytics," says Pierre Laborie, head of marketing at Traderforce.

The new release also incorporates an enhanced Excel add-in; additional content such as the GPRV (Growth, Profitability, Risk and Value) relative value analytics from French company fundamental data provider Infincials, which allows users to compare companies using a range of financial ratios broken out into growth, performance, risk and value categories; and a new administrative module.

"With this new version, we give clients the ability to manage the complexity of each user's needs, allowing in-house administrators to switch off content that is not being used and switch on new data that is being requested. We still manage usage reporting to exchanges and partners, but the client is given the tools to control their own usage directly," Laborie says.

Testing Times

Although Traderforce originally announced the new version in April, with client testing planned for the summer, the vendor has been particularly careful with its quality assurance testing, given the heightened market volatility resulting from the credit crisis.

"With the current problems, we wanted to make sure that there are no faults at all when we bring the product into production," Laborie says. "We have totally revamped our loading and real-time processes... to be sure that we can support new levels of traffic being generated by the crisis."

In addition to performance enhancements, Laborie says the new version will make it easier for clients to integrate and distribute proprietary and third-party content such as research, internal price data or information from ratings agencies via Traderforce screens. "With our platform, clients can redistribute data using peer-to-peer technology at the client site, with no links to the Traderforce architecture," he says.

Although upgrading to the new version of the software will not incur any cost increases, Laborie says he expects the vendor to generate more revenues as clients increase the range of functions and content delivered via their screens-although he says some firms will be able to cut their overall spend because the product gives them more flexible access to specific datasets and functionality.