



MOBIFYING MARKET DATA

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Mobile Goes The World

According to Nielsen's monthly analysis of cellphone bills for 65,000+ lines, smartphone owners – especially those with iPhones and Android devices – are consuming more data than ever before on a per-user basis. This has huge implications for carriers since the proportion of smartphone owners is also increasing dramatically. (Currently, 37% of all mobile subscribers in the United States have smartphones.)

In just the last 12 months, the amount of data the average smartphone user consumes per month has grown by 89 percent from 230 Megabytes (MB) in Q1 2010 to 435 MB in Q1 2011. A look at the distribution of data consumption is even more shocking: data usage for the top 10 percent of smartphone users (90th percentile) is up 109 percent while the top 1 percent (99th percentile) has grown their usage by an astonishing 155 percent from 1.8GB in Q1 2010 to over 4.6GB in Q1 2011.

Growth in Smartphone data usage is clearly being driven by app-friendly operating systems like Apple's iOS and Google's Android. Consumers with iPhones and Android smartphones consume the most data. Also of note, Windows Phone 7 users doubled their usage over the past two quarters, perhaps due to growth in the number of applications available.

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Bringing Market Data to Retail Traders

Today, a mobile phone with wireless Internet access is not just a useless gadget or advertising gimmick. In a number of ways a mobile phone is equivalent to having a portable computer in your pocket.

Armed with your iPhone, you can now access market data from anywhere, whether waiting for a train or at your desk. In fact, the iPhone apps have proved to be an instant hit with customers. The bigger screen and better graphics of the iPhone allow for superior charting than ever before and today you can use a mobile dealing platform not only to monitor your positions but follow market news and events, view charts, apply technical analysis to them and understand market sentiment.

Innovating

But modern traders need more info to base their trading decisions on. And innovation is a must for a market data provider.

Market scanners nowadays need to bring something more to day traders, than they did a while ago – traders should be able to filter and group symbols available for trade using hundreds of properties – accessing markets in the US, Europe and Asia – based on live streaming market data as well as deeper corporate financial information such as balance sheets, income statements, cashflow.

All this data is delivered to mobile devices using push notifications based on customizable watchlists with major ones pre-configured.

Symbol	Company Name	Price	Change	% Change
JNJ	Johnson & Johnson Common Stock	64.96	+0.05	+0.08%
JPM	JPMorgan Chase & Co.	32.28	-0.27	-0.83%
KFT	Kraft Foods Inc.	35.47	+0.04	+0.11%
MSFT	Microsoft Corporation	26.57	+0.005	+0.02%
MRK	Merck & Company, Inc. Common...	35.61	-0.06	-0.17%
PFE	Pfizer, Inc. Common Stock	19.75	-0.04	-0.20%
PG	Procter & Gamble Co.	63.25	+0.20	+0.32%
TRV	The Travelers Companies, Inc. C...			

Figure 1. Watchlist

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Among other important features that help day traders make trading decisions is advanced information about company and market events – such news need to be pushed as notifications as most of them will increase market volatility and therefore affect trading decisions.

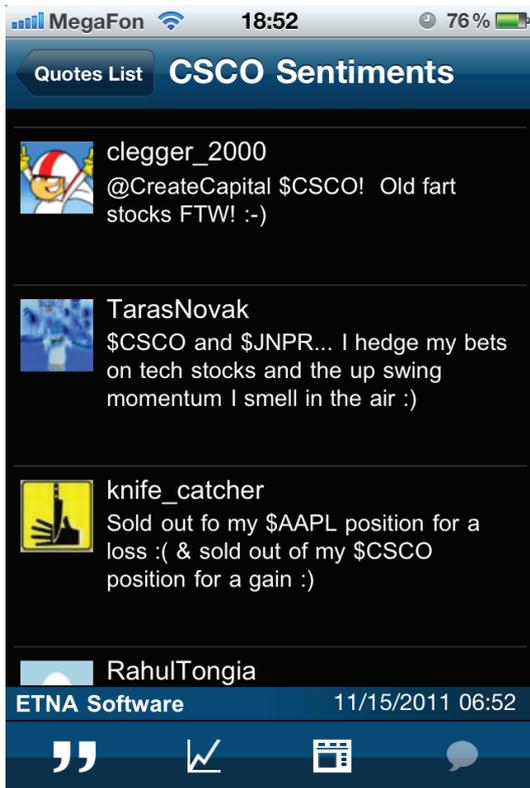


Figure 2. Sentiment



Figure 3. Company news

With social media gaining more and more impact on the everyday life, electronic trading doesn't stay aside. Trading signals based on social sentiment are offered by many market data providers now as well as social sentiment vendors. Getting live social sentiment is really not a problem now and traders can take those into account when making trading decisions.

Enabling Trading in Apps

Market data apart, electronic trading can be enabled – for equities, mutual funds, options and ETFs. Usable display of option chains, P/L calculators and probability calculators as well as trade tickets has been made available for high-resolution and high-density screens from 3.5 inches.

Trading from market maps and charts, basic technical analysis – you could not imagine those things on a mobile device 10 years ago. Now it is a reality.

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Delivering Market Data to Traders

Timely and precise delivery of market data to traders is a must as well as in any case that deals with financial information.

A lot of issues arise with data delivery to mobile devices — streaming can be unstable, connection can be too slow, or lost at all, large chunks of data need to be adjusted to be properly read by mobile devices and many may more.



Figure 4. Chart



Figure 5. Quotes

All those issues are solved by the use of mature technologies and mature quality assurance of the mobile app vendor — this normally covers functional and non-functional testing using tools and manual testing on real devices and emulators, while simulating real-life events.

This testing and further development makes application bulletproof and ensures data delivery is stable and external factors do not affect decisions made by traders.

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