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Panopticon signs enterprise wide contract with Reuters

Willem De Geer

Panopticon Software announced that Reuters has signed an enterprise-wide deal to integrate Panopticon's visualisation treemap technology in its products. Reuters initial target group is around 100,000 users in the high and mid tier space.

"We are very excited by our global alliance with Reuters. There has been an enormous increase in the amount of data that the sales and buy side need to screen and analyse and it is becoming increasingly difficult to make sense of it all fast enough. Adding treemaps to their products gives Reuters a unique position in the market," says Willem De Geer, CEO, Panopticon.

"By using Panopticon's treemap technology, Reuters customers are able to get a faster and more complete overview of their markets, identify opportunities, understand them more fully and react more quickly. We believe that this will become the standard for how market data will be viewed in the future," says Leslie Stretch, CEO of the Hamsard Group.

Reuters assessed a number of visualisation vendors and Panopticon scored the highest in the tests performed. Paul Doody, Global Head of Sales & Trading Products, Reuters said: "We looked at ease of use, scalability, integration, platform flexibility and the ability to process data in real time and Panopticon was superior to all others."

"Panopticon's treemap rendering capabilities will provide our clients with an innovative and efficient approach to better digesting the sheer amounts of market data and news Reuters supplies to the financial community." says Pascal Fuld, Head of Sales & Trading Central Product Management, Reuters. ■