

Get the picture?

The theme of this year's SIA Technology Management Conference was cool and competitive technologies, and Panopticon's visual analysis solution surely fits the bill.

Let's face it, financial markets participants do not have the time to read through lengthy reports and access many systems to find the data they are looking for. As Sam Gierz, managing partner at Panopticon, points out: when it is presented that way, the details often get lost.

With Panopticon's software, users can instantly extract vital information from the data through visual analysis. Real-time enabled data is represented as colored squares on the screen. If one were looking at an equities portfolio, for instance, a red square would indicate a negative move in the share price. Blue would indicate positive move, and white is neutral. The stronger the color is, the greater the change in the share price.

In addition to equities, the product is being used in fixed income. Traders can

use the tool to analyse flows and assess trading performance. Let's say a bank wants to close 40% of the requests for quote it receives. If it is closing a higher percentage of deals, the box will be red. It will be blue if it is closing a lower percentage, and the box will be white if the bank is on target.

The software can be used to monitor almost anything – from trading positions and risk to failed trades. Seven out of the top 10 banks use Panopticon, including JP Morgan and Citigroup, and Reuters has put the software into its front end.

Citigroup's fixed income traders use Panopticon to access market overviews and trade ideas, as well as obtain immediate answers to client queries about market activity. The application shows 1,800 bonds but users can display as many or as few bonds as they want. Using the depth feature, they can summarise data at the issuer, rating or indus-



A view to a killing?

try level. This highlights areas requiring attention and helps users easily navigate to analyst reports, risk measures and related information.

Making Panopticon available through the web site has enabled Citigroup to add value for its customers. For instance, smaller customers who do not get daily sales calls can hone in on what is important to them. Panopticon gives them a level of service they would not otherwise get. **bt**