

TBRICKS®

Tbricks has introduced a revolutionary new automated trading platform that incorporates an innovative and unique user interface built using the Panopticon Developer SDK.

Overview

The Tbricks Genesis system is specifically designed to support very high speed automated trading of any electronically traded asset class. It combines a completely unique user interface that is easy for traders and managers to understand with the fastest performance available in the financial industry. Furthermore it is highly modular and allows institutions to implement an unlimited number of complex trading strategies and algorithms while maintaining extremely high performance. The system is built to provide professional users at banks and hedge funds with the power and control they need combined with visibility into the results of their activities in order to support vastly higher levels of productivity than previously possible.

The Tbricks development team decided early in their product design process that they wanted to incorporate a highly intuitive, interactive graphical user interface into their system. They did a worldwide search for partners who could provide the necessary technology and selected Panopticon based on our proven record of success with large financial institutions as well as the availability of our visualization tools in the form of an SDK. Tbricks and Panopticon worked together to complete a Technology Workshop that proved that our visualizations could be tightly embedded in the Tbricks application in a short time frame, and actually developed the initial version of the user interface during the workshop.

sophisticated products while still providing end users with systems that are simple enough to begin using effectively in a very short period of time. On top of that, time-to-market is a critical factor in the successful launch of a new product in order to stay in front of the competition as well as to begin receiving revenue to pay for development efforts.

Panopticon's Developer SDK offers ISVs a comprehensive package that allows them to tightly embed state-of-the-art visual business intelligence tools into their own applications very quickly. Tbricks was able to start development with the Panopticon SDK and launch their completed product in less than 90 days!

Fast ROI for Tbricks

Tbricks chose to use Panopticon Developer .NET for this project. The resulting product — Genesis — has now been launched. Genesis features a user interface that is completely unique in the industry for automated trading systems. The UI provides users with a simple, easy-to-understand, yet comprehensive view of market activity and strategies. It's a major success for Tbricks and Panopticon.

Jonas Hansbo, CEO of Tbricks, stated, "We looked at partners from all over the world and selected Panopticon since it offered the most comprehensive developer toolkit available combined with world-class visualization technology. We used Panopticon Developer to tightly integrate their interactive Visual Business Intelligence tools with our platform. This combination of a highly intuitive front end with our extremely high performance trading platform suddenly sets a new standard for automated trading; our first customers love it since they are able to work so much more productively and more profitably!"

More Information

For more information about Tbricks, contact:

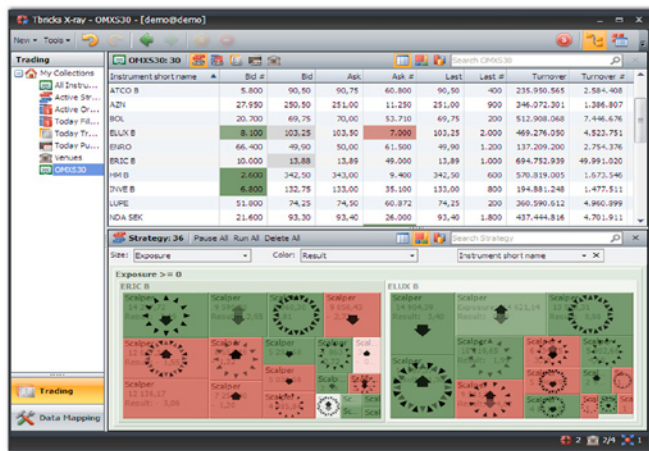
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This is a view of the user interface for Tbricks Genesis. The top half of the screen displays numerical data about the financial instruments being traded. The bottom half of the screen is a treemap visualization of the trading strategies running using the instruments displayed on the top half of the screen. The size of each square indicates the firm's exposure. The color indicates results. The circular and arrow icons indicate real-time changes to the data

The Challenge for ISVs

ISVs face particular challenges when developing new products in today's highly competitive environment. They must be able to differentiate their products from their competitors' and also develop increasingly