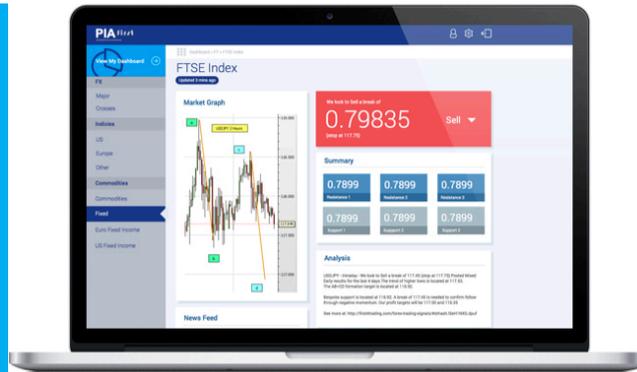


PIA First Depends On The Diffusion® Intelligent Data Platform™ to Assure Reliable, Highly Scalable, Delivery of Trading Data & Analysis to Clients Worldwide.



Quick Facts

When PIA First wanted to assure fast, reliable delivery of their Signal Center Trading Platform research & analysis data to a high volume of traders worldwide, they chose the Diffusion Intelligent Data Platform.

Industry

- Financial Services

Challenges

- Scale to meet trading audience demand
- Unlock & access information stored in back-end systems
- Simplify & speed development of the Signal Center Trading Platform

Solution

- Push Technology's Diffusion Intelligent Data platform

Benefits

- Simpler & faster platform development for PIA First
- Meet high-volume trading customer demand by delivering an Enterprise quality experience on the Signal Center Trading Platform
- Provide an always-available, trade idea and analysis solution for the company's clients

Overview

PIA First was formed in 2007 as an independent research firm to better serve institutional clients' asset research needs. Today, PIA First's Signal Center Trading Platform is an innovative progression from the original analysis delivered to fund managers, hedge funds, and central banks worldwide.

PIA First offers daily trade ideas in over 120 of the world's major financial markets, packaged in five asset groups: forex, commodities & stock indices and, more recently, single stocks and cryptocurrencies. PIA users can subscribe to individual markets by selecting or deselecting markets on PIA's customizable dashboard to easily view the desired trading signals.

Since inception, PIA First has continued to develop and grow by employing analysts with extensive financial market knowledge, experience, and technical analysis ability gained at major UK financial institutions. PIA's proprietary and innovative research has produced a track record of trade ideas across asset classes. The firm has received numerous awards for their research based upon their intuitive and easy to use Signal Center dashboard and the high-value, timely research and analysis that PIA delivers.

The company required a data management platform that would effectively manage trade recommendation and analysis data from their back-end systems and reliably deliver the information as they scaled their global customer base.

The Challenge

While building the Signal Center Trading Platform, the PIA First development team came to the realization that a traditional polling of back-end systems was far too time consuming, and would not scale, either for the anticipated number of users on the system or for the additional functionality planned for the future.

PIA First required a data platform that would isolate the company's existing back-end systems from the load generated by tens of thousands of trading clients using it around-the-clock. This is particularly important because throughout the trading day, the analysts monitor each trading strategy, continually assess market conditions, and provide updates posted in real-time - an integral part of the PIA service.

Lastly, PIA First wanted to simplify their platform development and improve performance. Their existing platform could not manage back-end system data in a timely and reliable manner when receiving requests from thousands of trading clients. This resulted in unacceptably low-performance.

"With Diffusion, we can focus on our skill of analyzing markets, instead of worrying about reliably distributing our information to traders around the globe."

Steve O'Hare, Managing Director

*"The **Diffusion** Intelligent Data Platform is a huge asset for us each time we walk into a big client, confident in the knowledge that we can depend on a **trusted Enterprise solution.**"*

Steve O'Hare, Managing Director

The Requirements

Many organizations must build business applications that can easily scale and run optimally over the Internet. Addressing the unknowns of the Internet is difficult and affects delivery of a reliable, resilient, and high performance application.

Many factors can influence performance including: the speed and quality of the network, load on the network, variable and high load on the back-end servers, time to process/distribute/store data on the back-end, latency sending data to end-user devices, and the volume of data sent. PIA First had to address these unknowns in order to deliver their valuable analysis and trade ideas in a scalable, efficient, and reliable way to their customers - whenever and wherever needed.

PIA faced the additional challenge of presenting their trade ideas to customers in multiple languages around the globe.

The Solution

PIA First knew of Push Technology's Diffusion Intelligent Data Platform. After attempting to enhance the Signal Center Trading Platform on their own, in order to handle their back-end scalability and speed issues, PIA turned to Push Technology's Diffusion Intelligent Data Platform to address their challenges.

PIA First clients can access the PIA trading data and analysis platform in a variety of ways including via a widget that lets them embed the data on a web page in their in-house trading systems. Users may also elect to receive follow-up emails. The emails are tailored to each individual user's requirements and contain user-selected information in the language of the user's choice - for example, only send FX data in German.

The variety of data delivery mechanisms, coupled with the multiple language requirements across thousands of traders, unduly burdened PIA's back-end system and made data delivery slow.

With the use of the Diffusion platform to manage and deliver the data, the constant polling of PIA's back-end database has been eliminated from the equation using Diffusion's proprietary delta data streaming technology which only sends updates when the data has changed. Today, the updates are easily sent to all subscribers in real-time.

Today & Tomorrow

With Push Technology's Diffusion Intelligent Data Platform, PIA has quickly eliminated the data management and delivery challenges faced by their development team. PIA can now assure a reliable, high-performance Signal Center Trading Platform experience for their clients.

As PIA First evolves and changes their back-end systems in the future, the use of the Diffusion platform will deliver the ongoing benefit of minimizing the impact of those changes on the Signal Center Trading Platform.

*"Today, our Signal Center Trading Platform **easily scales, & provides fast response time & reduced network payload** due to Diffusion's **state-of-the-art data optimization & delivery technology.**"*

Steve O'Hare, Managing Director