



Investment Banks who use Microsoft® Excel in their Trading Activities, Turn to the Diffusion® Real-Time API Management Platform™ for Secure, Real-Time Data Delivery



Quick Facts

Investment bank wholesale and sales traders, and the risk management and compliance teams work non-stop on Microsoft Excel spreadsheets connected to third-party market data systems. With hundreds of users, the market data systems are often challenged to reliably deliver information in real-time. The banks require the Diffusion Real-Time API Management Platform with the Diffusion Adapter for Excel, to assure reliable delivery of their business critical trading data.

Industry

- Investment Banking

Challenges

- Simultaneously service the data needs of hundreds of Excel application users.
- Efficient, real-time data delivery across geographies
- Data auditability, compliance, & security
- Excel time series performance

Solution

- Diffusion Real-Time API Management Platform & Diffusion Excel Adapter

Benefits

- A single, scalable data platform for all users
- Easy integration with in-place systems
- Reliable fact trading inquiries
- Security, authentication, & auditability
- Simplifies application prototyping, development, maintenance, & ongoing management.

Overview

The multinational investment banks evaluating Diffusion employ hundreds of traders and sales people who must have reliable, real-time access to their market data systems around the clock. The banks' staffs span geographies, with trading centers on multiple continents. The need for real-time market data management and communications is mission critical to the banks' business growth and success.

The investment banks require the trading staff to have fast, constant, and reliable data access and communications, no matter their location - within a facility, among the facilities, and with clients. To meet this critical need, they need to:

- Manage and optimize the incoming trading data from market data platforms
- Manage and optimize the distribution of data to and from the Excel applications on the traders' desktops
- Integrate data and communications with the banks' other back-end systems
- Assure reliable, resilient, secure, and auditable communications

The Challenge

The third-party market data systems today communicate directly with the Microsoft Excel applications on the traders' desktops. Unfortunately, with the present systems, Excel performance often degrades in fast-moving markets. Most in-place market data platforms do not use a publish/subscribe data model, nor do the platforms fully optimize the data for transmission. Lastly, the performance challenges can inhibit efficient Contributions, affecting the revenue opportunity to supply trading data to other market data platforms.

"To successfully deliver Excel-based trading data, investment banks require a single, unified data platform to manage, optimize, and integrate data among all traders, sales people, customers, and compliance and risk teams."

*"Push Technology's **Diffusion** platform meets the challenges of managing & delivering market data in a secure, auditable manner intrabank and among banks, corporations, and users **across international geographies - in Real Time.**"*

The Requirements

The investment banks cannot disrupt their in-place systems and processes because the costs to re-engineer them would be untenable. Further, the traders are intimately familiar with Excel-based trading applications on their desktops. This cannot easily change. At the same time, the banks' market data systems must adequately handle the load placed on them by the volume of Excel-based requests. Therefore, the banks' IT teams need to devise a solution that can be easily added to their current infrastructure, will maintain the familiar Excel interface, and speed market data management and delivery. In addition, the data solution has to integrate with the banks' authentication systems and assure data security and auditability for compliance. In addition, integration with back-end and Enterprise messaging systems used by the banks, is an important capability.

The Solution

The majority of the investment banking data requirements are satisfied by the Enterprise version of Push Technology's Diffusion Real-Time API Management Platform which provides:

- Data integration, optimization, distribution, & management in a single, centralized data platform.
- Integration with the banks' security authorization systems
- Integration with the banks' trading, risk, & other back-end systems
- Data auditability and security

To address the end-user Excel performance and security challenges, Push Technology developed the Diffusion Excel Adapter. The Excel Adapter allows banks to protect and enhance their existing technology investments, and expand their legacy system functionality to drive new business opportunities.

From an infrastructure and operational perspective, the Diffusion Excel Adapter:

- Enables performance-slowing excel plug-ins, currently in use on the traders' systems, to function optimally.
- Uses Data optimization technology and alerts to address stale pricing data.
- Optimizes bandwidth and reduces latency among the banks' international trading centers.
- Provides price recalculation controls to avoid overloading the Excel applications and crashing the traders' systems.
- Incorporates data lineage which provides compatibility with the bank-defined data entitlement setup and strategy, so data sources may be traced.

From a business perspective, the trading systems operate as desired, are auditable, and additional benefits are also gained:

- Time series data capture for compliance-driven trade inquiries and back testing.
- Contributions capability to external data and trading platforms, for added revenue opportunities.
- Simple data integration for new back-end and front-end systems as they are required over time.

The Diffusion Real-Time API Management Platform is a comprehensive and flexible data platform to serve the requirements of small to multinational investment banks.

*"Investment banks require data **speed, security, and auditability.** The solution is a **single, centralized data platform** to manage & deliver information in **real-time** among all the constituents involved in trading. "*