

iPhone Application for Traders

Client Background

The Client is a global provider of online trading services, specializing in foreign exchange (forex or FX) and contracts for difference (CFDs). Customers and trading partners in more than 140 countries worldwide utilize the company's award-winning trading platform which transacts nearly \$250 billion per month.

Business Challenge

The Client was planning a deployment of a new Mobile Application to enable their traders to stay abreast of financial markets and instantaneously be able to act upon transient market trends. The challenge was to bring together the vital elements of online trading to include:

- All-around market data, including rates and positions
- Detailed account management
- Advanced order management
- Real-time data visualization and interactive charts
- Streaming news and market commentary
- Economic calendars
- Market analytics, video tutorials and comprehensive training materials.

Project Description

The project had to accommodate a tight implementation timeline. Having analyzed the initial Client requirements, which included user interface wireframes and server-side application programming interface documentation, we devised a blueprint covering the crucial project aspects:

- Workload estimations
- Development team structure
- Development and approval process
- Implementation specifics for each of the core requirements:
 - Startup and initialization speed
 - Data refresh rates
 - Alternative server addresses in case of server unavailability

The basic challenge shaping the project flow was aggressive scheduling, since it was mission-critical that a working version of the application be made available to end users as soon as possible, our team was faced with the challenge of managing complexity and making prompt and accurate adjustments to the project scope. As the development methodology we chose Agile in order to streamline value delivery. The project was split into four iterations, three to four weeks each. Each intermediate release was followed by a verification and feedback stage, which allowed us to fine-tune both the implementation techniques and the feature set. To offset any potential adverse effects aggressive scheduling might produce, the team opted for an iterative development approach, focused on incrementally delivering working versions and fully involving the stakeholders into the development process. Successfully we ensured and provided the application's early availability and included essential trading and account management activities. Subsequently we provided a full-featured version with advanced functionality, such as interactive charts, reporting, news and commentary feeds, market information, economic calendars, a training library and access to account settings.

Overview

Client

Founded: 1999

Employees Globally: 380

Industry:

Financial Services

Country:

USA

Business Value:

Increased business productivity

Technical Value:

Full-featured version of FOREXTrader for iPhone

Development Model:

Agile

Services:

Development, Design, QA

Tools and Technologies:

iPhone SDK 3.0, Xcode

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Value Delivered

We have already developed two application versions (versions 1.0 and 1.1). We have implemented FOREXTrader Mobile 1.1 which is a full-featured version with advanced functionality, such as interactive charts, reporting, news and commentary feeds, market information, economic calendars, a training library, and access to user account settings. FOREXTrader Mobile provides full access to FOREX.com's trading tools and resources from mobile phone. Its feature set covers the bulk of essential trading needs:



- All-around market data, including rates and positions
- Detailed account management
- Advanced order management
- Real-time data visualization and interactive charts
- Streaming news and market commentary
- Real-time Economic calendar
- Market analytics, video tutorials and comprehensive training materials

In the meantime, the project has been extended, and version 1.2, targeted at traders in the UK, Australia, Japan and Russia, is underway. The application is being localized and optimized for the specifics of the local markets, such as CFDs and Point & Shoot.

The implemented chain of solutions has provided our Client's end users with a robust and reliable solution to capitalize on market trends and to stay well informed of financial market data. The solution proposed and developed by iTechArt allowed the Client to minimize the application's time-to-market and ensured a fast and cost-effective service for their end users.



iTechArt provides in-depth, high-quality and cost effective software development and consulting solutions to corporations across Europe and North America using both onsite and offsite service delivery models. iTechArt was founded in 2003 and has developed substantial strengths Application Development, Project Management and Outsourcing areas. iTechArt possesses deep domain knowledge through its proven research and implementation strategies across many industries including, Financial Services, Marketing & Digital Media, Security, Healthcare & Life Sciences, Retail and many more. We deliver the most effective and competitive solutions to our clients to achieve mutual business growth and success.

Quick Facts

Founded: 2003
Headquarters:
Iselin, New Jersey, USA
Development Centers:
Minsk, Belarus; Kiev, Ukraine
Team: 400+ employees

Industries

Financial Services
Marketing & Digital Media
Security
Healthcare & Life Sciences
Retail
and others

Services

Application Modernization
Enterprise Mobile Development
Custom Software Development
IT Staff Augmentation
Software Testing & QA
Software Maintenance

Practice Areas

Enterprise-Level Software
RIA
Mobile
Web & Intranet Portals
Middleware
Business Intelligence