

PerformanceMatrix: Intuitive Financial Trading App for Better Investing

As a trader on the street, what if you had a trading tool that allows you to save time and doesn't involve expensive software or hardware to run? How about software reduces the learning curve? It's possible with Performance Matrix, a trading strategy tool created by StrategyDB, for use on any asset class symbol, from Forex to futures to stocks.

Company founder, Matthew Goss Cimmino, says Performance Matrix was created to provide traders and investment professionals with a new ability to search for technical strategies that stand out. Its design is rather complex yet simple at the same time. For example, with a few clicks traders can find profitable trading strategies in a matter of seconds. Plus, this powerful trading tool, which has large amounts of data, can still simplify workflow and information transfer to traders and their financial institutions.

Performance Matrix is actually just one of four online applications of the StrategyDB solution suite, which also includes Strategy Matrix, Strategy Alerts and Strategy Warehouse. However, as the flagship product, Performance Matrix was designed to allow traders to think outside the in-house execution algorithm 'box'. Cimmino explains why that's important.

"One of the first goals, when creating Performance Matrix was to create a product that saves traders hundreds of man-hours in back-testing trading strategies, while allowing them to make smarter trading decisions." That means a trader can now get a quick statistical look at the hypothetical trading results of commonly used technical trading strategies, like Moving Averages, MACD, Parabolic and Stochastic and others. Although these are all simple plain vanilla strategies and not execution algorithms, like VWAP or TWAP, our products, particularly Performance Matrix, shine a light on signals that can aid in execution and even be used as a pre-trade analytics tool."

Cimmino also points out that end users may feel that this is not enough power, but the sheer volume of records and open source code are enough to show potentially profitable stand-alone strategies. They also offer excellent starting points for those with the ability to program further, either on their own trading platforms, or in TradeStation (where they can match our results). They can use the information they uncover to do some further examination. In addition, they can confidently set trade alerts based on the program's filtered results and integrate it into their workflow.

StrategyDB is so certain Performance Matrix goes above and beyond any current solutions on the market they are now offering institutions a no-cost trial for this app. Traders or firms can find out for themselves the potential it has by visiting www.strategydb.com.