

Strategy Matrix: Intuitive Financial Trading App for Better Investing

Financial institutions that are looking to give their traders a distinct advantage over other firms now have an answer. StrategyDB, a comprehensive suite of solutions, offers financial trading decision applications that are based on technical analysis. What makes this service so different from other subscription based analysis is it uses hard data to calculate market behavior, rather than 'gut feelings'. Traders working in Forex, Futures or Stocks now have the power to go beyond 'guessing' what the market will do. Now they have the power to make educated decisions. Plus, since it's an online application, there's no software or hardware to install. Traders can access it anywhere there's an Internet connection - the trading desk, the office or mobile.

Four online applications make up the StrategyDB trading solution. First is Performance Matrix, which company founder Matthew Goss Cimmino calls 'StrategyDB's flagship product'. He says, "First, we created PerformanceMatrix to provide traders and investment professionals a powerful trading strategy database designed to find hypothetically profitable trading strategies in a matter of seconds. Although powerful, we knew some institutions would want to simplify things for their traders. That's where the second tier of the program, Strategy Matrix, comes into play."

According to Cimmino, Strategy Matrix works hand-in-hand with Performance Matrix by using 23 different focused trading strategies on several different bar intervals. It also boasts a simple graphical user interface (GUI) where traders and investors can easily display multiple strategy alerts and rankings in real-time, without jumping screens. "Third, in the suite, is Strategy Alerts," Cimmino explains, "It's an add-on application that updates traders when new strategy signals arrive or if they change position. Traders can investigate the underlying symbol against our library of monitored strategies to calculate the best course of action."

Cimmino goes on to mention they didn't forget about TradeStation users. It's an important market. That's why the fourth element, Strategy Warehouse, was designed. "With Strategy Warehouse," he says, "TradeStation users can add-on functionality. All that's required is insertion of a code on the chart you're back-testing, to upload the end result performance metrics to the StrategyDB subscriber area. StrategyDB.com aims to quickly and easily quantify trading strategy output into actionable trading ideas, but how? Cimmino explains that it's achieved through access to hypothetical back test summaries."

For instance," he says, "your trader usually accesses his Bloomberg terminal for guidance when receiving a discretionary order. Before choosing an in-house execution algorithm, or a broker with the best VWAP, the trader most likely refers to a chart with technical analysis studies. But here's the issue: the information contained within has too many gaps. StrategyDB.com fills those gaps with a statistical look at the hypothetical trading results of commonly used technical trading strategies, including Moving Averages, MACD, Parabolic and Stochastic, among others." As Cimmino points out, this saves the traders hundreds of man-hours in batch processing trading strategies. Moreover, they can use the tool to confidently set tradealerts based on the program's filtered results and integrate it into their workflow.