3Forge Looks to Expand its Visualization Capabilities

The company also tapped an independent party to conduct speed tests on its platform.

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Data analytics platform provider 3Forge is looking to enhance its visualization capabilities after conducting an examination of its offering.

The company turned to the Securities Technology Analysis Center (STAC) to benchmark its performance and to see how it could improve its response time and accuracy. The test looked at response time, accuracy, and freshness of data on AMI, 3Forge's flagship analytics platform.

For the test, STAC set up data streams and queried the AMI platform, then recorded these in a video to measure the response time. It returned 25,000 messages with 700,000 metadata fields in 317 milliseconds. It also queried a chart to grab two million data points and returned in 3.67 seconds.

Robert Cooke, founder and chief technology officer of 3Forge, says in the age of big data and increasing demands for traders, it's become important that analytics not only come back quickly, but it also has to come back with as full a picture as possible.

To answer this demand, the vendor is looking to add more data points from a single screen to cover a wider set of information. While that might sound simple enough, 3Forge has to be careful not to slow down its AMI data visualization and analytics tool—it's a delicate balance act of speed and coverage.

"A lot of what we're focusing on in the next months at a high level is the rigors and standards around the better performance of our charts," Cooke says. "We're always adding new and improved real-time charts and widgets, but at a high level, it's about making it more consumable. One of the big pushes in that direction is doing [speed tests] to make it easier for consumers to make decisions. The other one clients have asked for is bigger charts that can show more data, so we are always looking to scale [these] out. Think Google Maps but for financial data."

He adds that it's their goal to make it smoother to move across a chart without pixelation, which can happen if the system is bogged down with too much data being called at once, and to offer as much information in a screen as possible.

These charts can also still be viewed on multiple screens, which 3Forge has supported since 2017. Cooke says system improvements will let users zoom in and out, and pan through a larger chart that presents more data points about assets or trades within a day. He says the largest amount of data a single 3Forge chart can display is 25 million data points.

Additionally, Cooke says that 3Forge is looking to expand beyond trading with its offering.

"We're looking to move outside of finance to other industries. We've already talked to companies in other industries and we really do think that expanding into other areas is much easier than the other way around," he says. "The industries we want to be involved in are those that have to do with instrumentation. So we've been talking to some commercial airlines, oil and gas companies—things along those lines."

He adds 3Forge can manage real-time refinery, drill bit, and exploration data to prevent accidents and improve performance, for example.