Finanzen.Net Delivers Commission-Free Trading Platform Powered by Diffusion Cloud

How the online German Trading Platform uses Diffusion Cloud to securely deliver trade data in real-time to hundreds of thousands of customers

finanzen.net

Sector

Financial Services

Key Figures

- Formerly Gratisbroker
- Founded on 2000
- Ranked #78 in Germany for online visitors
- Valued at over €400m

Company Profile

Finanzen.net is Germany's leading financial portal, offering a comprehensive suite of tools and information for private investors. Established in 2000 and headquartered in Karlsruhe, it provides real-time stock market data, economic news, and personalised financial tools. The platform attracts over 38 million monthly visitors and has expanded its services internationally, including operations in Switzerland, Austria, Russia, the Netherlands, France, and the USA.

Finanzen.net's key offerings include real-time market data, personalised tools,brokerage services and mobile accessibility.
www.finanzen.net

Executive Summary

When the founders of GRATISBROKER (now part of Finanzen.net), one of the first, free, online German trading platforms, had to assure that their platform could reliably deliver trade data and securely process trades in real-time to hundreds of thousands of customers they chose Diffusion. Familiar with the power of Diffusion from their former work in banking, they signed up to Diffusion Cloud to handle their real-time data requirements. Diffusion Cloud helped them to…

- Provide customers with real-time trading information
- Seamlessly scale up and down based upon trading demand
- Improve infrastructure in a cost- efficient way

"Using Diffusion Cloud, we have a competitive cloud offering which allows us to easily grow our business from startup to high volume trading, with minimal administrative effort."

Philipp Röben

Co-Founder & CIO

Challenge

Finanzen.net's decision to deploy Diffusion Cloud was driven by the need for…

- Assuring real-time trading performance
- The ability to easily scale to support hundreds of thousands of users
- A secure and reliable cloud operation
- Reduce the costs to a minimum while offering customers an attractive product

The challenge was to reduce the costs to a minimum while offering customers an attractive product without noticeable cutbacks – compared to competitors. To remain profitable, Finanzen.net concentrated on trading and is deliberately not a full-service provider.

5.8M+	38M+	192M+	€400M
Unique Users	Visits per Month	Page Impressions	Valuation

The Requirements

To manage high-volume, live, event- driven information in real-time to many thousands of customers online, the Finanzen.net platform had to be secure, reliable and easily scalable to support the constant ebb and flow of trading volume.

Searching for a solution, Finanzen.net evaluated the Diffusion Distribution Framework. To determine if Diffusion could meet their rigorous performance requirements and allow them to deliver a commission-free trading platform, the team had to:

- Assure a competitively high quality-of-service
- Minimise administrative overhead
- Provide a responsive and intuitive frontend

The Solution

The team was familiar with DiffusionData because they first evaluated and selected Diffusion while working at DAB bank. When DAB merged with Consorsbank, they told Consorsbank that Diffusion was the optimal choice to integrate data sources, provide secure access, and optimise real-time data delivery at scale. As a result, Consorsbank evaluated, selected, and continue to use Diffusion today.

When architecting the new cloud-based infrastructure for Finanzen.net, the team evaluated Diffusion Cloud performance against AWS web socket technology and streaming data support. They again chose Diffusion Cloud.

DIFFUSION

Diffusion in a Nutshell

Distributes time-critical data feeds at speed, on a global scale, saving our customers time and money.

- **Patented Innovation:** Transforming data delivery with patented technology
- **Edge Optimised:** Empowering industries with real-time edge ready solutions
- **Feature-Rich Excellence:** Empowering powerful applications with a feature-rich platform
- **Cost Efficiency Without Compromise**: Save egress costs by up to 80%+ whilst improving application performance
- **Reduce time to market:** Drastic reduction in development, days instead of months
- **Scalability and Power:** High performance, reduced bandwidth by up to 90%+, and delivery of scalable, future proofed, solutions
- **Security**: Precise role-based access control and data filtering that enables hyper personalisation of data streams

"We have set-up a completely cloud-based infrastructure and we can develop, test, and go into production with Diffusion Cloud for free – a huge benefit for a young company."

Philipp Röben

Co-Founder & CIO

Results and Future

Running on Diffusion Cloud, Finanzen.net provides their free securities trading website to customers. The platform operates on mobile phones, tablets, laptops, and desktops, delivering real-time trading, while efficiently minimising the amount of data required to be sent to customers.

At the outset of the platform design and with no legacy systems to worry about, the team made several important strategic business decisions to benefit their future customers. Their new trading platform would:

- Offer the several thousand stocks that comprise more than 90 % of trade order flow in Germany
- Eliminate exotic stocks that produce costs that spread across everyone on other trading platforms, even though most traders have no interest in these
- Be completely free to all customers - no commissions, setup charges, monthly fees or extra-costs

"In addition to the simplicity of use for traders, we have architected our platform with Diffusion Cloud to seamlessly scale up and down based upon trading demand."

Philipp Röben

Co-Founder & CIO

DIFFUSION DATA

Data Distribution Framework

Try Diffusion Cloud for free!

About Us

DiffusionData are pioneers in the world of real-time data distribution. The company provides infrastructure software to customers that use fast-moving data streams. The software is delivered as a cloud, on-premise or hybrid solution to companies worldwide, in sectors such as financial services, iGaming, retail, transportation, health and digital media.