

Signal Centre Adopted Diffusion® and Experienced a 5X Growth in Major Client Base Worldwide

How Signal Centre meets high-volume trading customer demand with Diffusion



Sector

Financial Services

Key Figures

- Founded in 2007
- 120+ global markets
- Acquired by Acuity Trading in 2013

Company Profile

Signal Centre, powered by Acuity Research, is a regulated provider of multi-asset trading signals and market analysis. It uses a combination of human expertise and algorithmic support to deliver actionable trade ideas and integrates with broker platforms for direct client access.

While offering structured, broad-market coverage and credible oversight, users should approach it with the understanding that signals are tools-not guarantees-and must be complemented by sound trading discipline and risk management.

<https://signalcentre.com/>

Executive Summary

Since inception, Signal Centre has continued to develop and grow by employing analysts with extensive financial market knowledge, experience, and technical analysis ability gained at major UK financial institutions. The company's proprietary and innovative research has produced a strong track record of trade ideas across asset classes. The firm has received numerous awards for their research based upon their intuitive and easy to use Signal Centre platform dashboard and the high-value, timely research and analysis that they deliver. The company required a data management platform that would effectively manage trade recommendations and analysis data from their back-end systems and reliably deliver the information as they scaled their global customer base. Diffusion helped them to...



Reliably scale to meet demand and end down time



Simplify & speed development of the Signal Centre Platform



Unlock & access information stored in back-end systems

“With Diffusion, we can focus on our skill of analyzing markets, instead of worrying about reliably delivering our information to traders around the globe.”

Challenge

While building the Signal Centre Trading Platform, the development team realized that traditional polling of back-end systems was far too time consuming, and would not scale, either for the anticipated number of users on the system or for the additional functionality planned.

Signal Centre required a platform that could isolate the company's back-end systems from the load generated by tens of thousands of trading clients working around-the-clock. This is important because the trading analysts continually monitor and assess market conditions and each trading strategy, and they post updates in real-time - an integral part of the company's service.

Lastly, Signal Centre wanted to simplify their platform development and improve performance. Their existing platform could not manage back-end system data in a timely and reliable manner when receiving requests from thousands of trading clients. This resulted in unacceptably low performance.

"With Diffusion, we saved 4-6 months of development time, eliminated 2-3 hours of costly weekly downtime, and we experienced a 5X growth in our major client base. Now we can focus on market analysis for traders around the globe."

The Requirements

Signal Centre, like many organizations, had to build their business application to easily scale and run optimally over the Internet. However, addressing the unknowns of the Internet is difficult and affects delivery of a reliable, resilient, and high-performance application.

Many factors can influence performance including: the speed and quality of the network, load on the network, variable and high load on the back-end servers, time to process/ distribute/store data on the back-end, latency sending data to end-user devices, and the volume of data sent. Signal Centre had to address these unknowns to deliver their valuable analysis and trade ideas in a scalable, efficient, and reliable way to their customers - whenever and wherever needed.

The Solution

Signal Centre clients can access the platform trading data and analysis in a variety of ways including via a widget that lets them embed the data on a web page in their in-house trading systems. Users may also elect to receive follow-up emails. The emails are tailored to each individual user's requirements and contain user-selected information in the language of the user's choice - for example, only send FX data in German.

The variety of data delivery mechanisms, coupled with the multiple language requirements across thousands of traders, unduly burdened the company's back-end system and made data delivery slow. With the use of Diffusion to manage and deliver the data, the constant polling of their back-end database has been eliminated from the equation using Diffusion's proprietary delta-data streaming technology which only sends updates when the data has changed. Today, the updates are easily sent to all subscribers in real-time.

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

“Today, our Signal Centre Trading Platform easily scales, & provides fast response time & reduced network payload due to Diffusion's state-of-the-art data optimization & delivery technology.”

Steve O'Hare, Managing Director
Signal Centre



Results and Future

With Diffusion, Signal Centre quickly eliminated the data management and delivery challenges faced by their development team. They can now ensure a reliable, high-performance Signal Centre Trading Platform experience for all their clients.

As Signal Centre evolves and changes their back-end systems in the future, the use of the Diffusion platform delivers the ongoing benefit of minimizing the impact of those changes on the Signal Centre Trading Platform.

Signal Centre's success led to the company's acquisition by Acuity Analytics, the parent company of financial technology firm Acuity Trading, on March 23, 2021.

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.