Case Study: ZagTrader

ZagTrader creates multilingual, high performance financial analysis software with Infragistics

> "Infragistics makes the challenges of programming for Windows easier to conquer, giving us the ability to think beyond our limitations and take our product to another dimension of greatness."
>
> Esam Rabba, lead developer on the ZagTrader team

ZagTrader

The Client

SK Advisory, based in Dubai, UAE, is a global technology and management consulting company that takes pride in their belief that an in-depth knowledge about their clients combined with a robust focus on cutting-edge technology will bring about the greatest business results. With this priority top-of-mind, in 2009, SK Advisory founded ZagTrader.

ZagTrader's sole purpose was to take this belief and deliver tangible business results to their clients to keep a constant eye on lead generation, partnerships, financial analysis, market trends and more. The ZagTrader product is "the only region-wide Online Trading & Financial Analysis platform that provides the users the edge to understand market dynamics to better manage risk, spot potential opportunities and make informed trading decisions." This multilingual platform was developed by the SK Advisory development team, and was created exclusively using Infragistics Windows Forms and XAML Controls.

The Challenge

By launching ZagTrader, SK Advisory sought to create a top of the line tool to empower Middle Eastern businesses to independently control their financial investments in the stock market. The company assigned significant development resources to the team, which identified performance as the primary concern for ZagTrader's component needs.

To find the most efficient solution for their needs, the team vetted several component vendors through a series of internal functionality and performance tests, and ultimately decided that Infragistics toolsets best met their needs.

> " Our product is based on streaming data and huge transactions, therefore we need[ed] controls that... provide both functionality and performance "

André St-Jean, Development Manager for Wonderware SmartGlance

The Solution

Equipped with Infragistics Windows Forms and XAML toolsets, the ZagTrader developers immediately started development, integrating them seamlessly into their application.

Some of ZagTrader's top features developed with Infragistics controls include:

ZagTrader Home Screen
Created with a variety of Infragistics Windows Forms components including Toolbars, ExplorerBar, and Dock Manager, this home screen allows users to seamlessly navigate ZagTrader's many utilities. AppStylist Runtime was also utilized during the development process so that the SK Advisory team was able to control the look and feel of their application in real time throughout the development process.

The Watchlist
Built primarily with Windows Forms' UltraGrid Control, the Watchlist integrates with SK Advisory's price feed. Housed within their internal servers, ZagTrader's cells are directly updated via TCP online for their clients.

Heat Map
Using the XAML TreeMap control, ZagTrader displays financial data using both the traditional TreeMap relative sizing, as well as unique color designations that indicate whether a stock is rising in price, falling in value, or stabilized.

Trade Console
Standard Windows Forms controls such as Drop Downs, Buttons, and Editors are displayed, along with many other traditional Windows Forms components in this integral part of ZagTrader's functionality.

Quote Overview
Implementing a customized solution, SK Advisory's team smoothly adapted Infragistics' native Windows Forms UltraGrid to handle their specific needs, such as utilizing varying decimal precision for each cell in the grid and visual design changes such as animated blinking of cells. ZagTrader implemented a variety of Infragistics Windows Forms and XAML controls in an integrated fashion, in order to craft a top of the line software solution that's a pioneer in S. K. Advisory's field.

The Client's Benefit

When asked about the experience of working with Infragistics controls, Rabba sums it up succinctly:

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About Infragistics

A worldwide leader in User Experience and User Interface, more than a million developers trust Infragistics for enterprise-ready toolsets for Web, desktop and mobile applications. The company also provides design tools for rapid, interactive prototyping. Fortune 500 companies increasingly rely on Infragistics apps, including SharePlus, the universal mobile interface for SharePoint, and ReportPlus, the first self-service dashboard and reporting app, to enhance productivity of business users on the go. Along with leading-edge software, Infragistics offers expert user experience services and support. Visit us online at www.infragistics.com and follow us on Twitter, Facebook, Linkedin and Youtube.