



Where knowledge meets passion

“Bringing real-time ticker technology to the forefront of CNNmoney.com was exciting. Once again, our partnership with Dow Jones proved to be a success by providing CNN with industry-leading development technology that met their target audience needs.”

*Farhan Muhammad, President and Chief Architect
ILM*

LIVE QUOTE AND NEWS SOLUTION

Bringing large-scale portal needs to life

CHALLENGE

CNNmoney.com enjoyed an active and loyal user base. As great as their website was, it lacked an online solution to push real-time market data and news to investors – one of the most user-requested tools. CNN wanted to quickly gain this functionality in hopes of retaining its user base and enhancing market share. That’s when CNN turned to Dow Jones and ILM for help.

SOLUTION OVERVIEW

ILM teamed up with Dow Jones to develop a real-time financial solution for professional trade brokers and general investment users alike. Our solution utilized cutting-edge Web 2.0 technology to track and capture the latest stock and investment information from around the world. The result was a cross-platform market data ticker that provided real-time financial information based on the user’s specific portfolio investment preferences – allowing them to track the market data most important to them on a second-by-second basis.

RESULTS

CNN received a unique user-interface with streaming, up-to-the second stock quotes and financial news updates. In addition, many financial websites outside of the CNN network now use their new market data ticker to provide real-time financial and stock price information in their article links, instead of relying on traditional static methods that provided outdated information.

SCOPE

Duration: 9 months

Hours Billed: 1,900 hours

Team Size: 2

TECHNOLOGIES

- Microsoft .NET Framework
- ASP.NET MVC Framework
- Web 2.0 Technologies
- Database Backend

CUSTOM APPLICATION SOLUTIONS

Take advantage of our custom IT solutions for your large scale, high performance needs.

We provide:

Application Development

Business Analysis

Project Management

ALM with Team System



SOLUTION DETAILS:

ILM developed the market data ticker portal by leveraging our extensive experience in custom-built portal solutions for large-scale projects. Our solution included the following key components:

ASP.NET FRAMEWORK

We used the latest website architecture technology to construct the portal framework.

Benefits included:

- Robust and productive development environment
- Easy application deployment and maintenance
- Multiple web browser and platform compliance

MICROSOFT MESSAGE QUEUING (MSMQ)

MSMQ was a perfect compliment to the ASP.NET framework application. This server platform provided:

- Reliable, scalable and high performance distributed applications
- Efficient and secure real-time information transfer between database and end user
- Simple, enhanced end-user experience by minimizing, and avoiding all together, information load times for comprehensive real-time data

C#

We leveraged C# to manage the sophisticated and complex database needs of the portal.

Various benefits consisted of:

- Versatile architecture that supported mass volumes of financial data
- Efficient tracking, storing and transmission of data to users

JAVASCRIPT

This browser-based language helped manage the portal's front-end development environment by providing:

- Quick image/page loads and response time
- Greatly improved end-user experience through enhanced user interface features
- Reliable framework that supports dynamic content



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ABOUT ILM

ILM is one of the leading IT development solutions firms in the nation. We excel in all areas of the software development lifecycle. From analysis and development to implementation, our experts specialize in complex and mission-critical custom business applications for organizations of all sizes.