# DTN's IQFeed Helps Drive Optuma's Software and Clients

Optuma, Queensland, Australia

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Optuma

As the official software provider of the Chartered Market Technicians Association (CMTA), Optuma offers one of the most advanced software packages available. To drive all the software's features, a fast and reliable data feed provider is a necessity. Optuma, an Australian-based technical analysis charting software company, has been turning to IQFeed for more than a decade.

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## Turn to DTN IQFeed.

For those who work professionally or dabble in the markets, a decision to act or not is heavily dependent upon the reliability of the data used. When there is money on the line – be it a client's or personal – having old data or second-guessing the data can ultimately lead to misinformed decisions or missed opportunities.

To avoid those potential pitfalls, many turn to DTN's IQFeed, the leading supplier of real-time and historical market data to technical traders. "We are quite discretionary with the data feed providers we use or recommend," said Darren Hawkins, a senior software specialist at Optuma.

Hawkins said Optuma needs to be discretionary not only because of their software demands but their clients, who range from Wall Street analysts to at-home financial traders, are advanced money-minded individuals that demand a fast and reliable data feed to help inform their trading decisions.

"If a client is trading stocks or commodities then we tell them if they want real-time data IQFeed is the first place to go to," said Hawkins. "With IQFeed, it is straight on your screen in an instant."

## Simple, fast, & reliable.

Anyone dealing in the hyper-paced world of analyzing markets and trades can appreciate simplicity when it comes their way. IQFeed delivers on simplicity from the very start.

Once an IQFeed account is set up and the user has decided on a software provider like Optuma, all it takes is a few clicks, and the user is up and running.

"Two minutes is all it takes for an IQFeed account holder to get connected," said Hawkins. "That ease of set-up is one of the better aspects of IQFeed, because, as a third party, I have to support our clients to get the data, and whatever causes my clients or me less pain the better. IQFeed is quite painless."

Of course, once up and running, the speed at which data is delivered to a user is paramount. With IQFeed, Hawkins said, "we have never had a problem. Speed and reliability are excellent."

IQFeed is powered by DTN's ticker plant and data centers, with redundancies built in to safeguard speed and reliability. Users get stock and options quotes for U.S. equities, stocks from Canada and London, global commodity exchanges, and dozens of forex contributors. It is all delivered in real-time, tick-by-tick.

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With that kind of data speed, a user can monitor up to 2,500 symbols (at the highest subscription level) simultaneously and see every trade and quote as it occurs.

Having real-time data is advantageous, but to fully inform a decision, having the history of a symbol provides additional confidence. An IQFeed user has access to 180 days of tick history, more than 11 years of one-minute history on various exchanges, and up to 80 years of daily, weekly, and monthly data.

"Having historical data is very important to our clients," said Hawkins. "That is why our clients go to IQFeed for history because when it comes to charting and technical analysis of the data, you can never have too much history."

Also included with IQFeed is 24/7, real-time news feeds from such sources as DTN, PR Newswire, Business Wire, Benzinga Pro, and RTTNews.com, with an option for more at an additional fee.

## A symbiotic relationship.

Now more than a decade into the relationship, Hawkins said that he could not imagine not having DTN's IQFeed as a data provider.

"We would be stuck if for some reason we were not able to offer IQFeed as a data option to our clients," he said. "IQFeed has been good for our clients and us."

Hawkins said he also appreciates the more personal side of the relationship working with his dedicated DTN account representative.

"I would call it a symbiotic relationship," said Hawkins, "We support each other and often refer clients to each other. It has been really good, and I look forward to continuing the relationship well into the future."

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