

Case Study:

Tastytrade Requires Charting for their Trading Platform tastyworks



ABOUT THE CLIENT

tastyworks.

Tastyworks is a US brokerage firm, founded by the same anti-Wall Street team behind thinkorswim (1999) which is now operated by TD Ameritrade, and tastytrade in 2011.

Their trading platform is designed for active traders interested in trading derivatives with fast and stable data feeds.

The platform supports stocks, options, futures, and futures options trading, and is regulated by the US FINRA.

CHALLENGE

In 2015, the executives of tastytrade decided to launch a brokerage to accompany their existing online financial network. They set up the legal entity tastyworks, then got to work on an options trading platform.

Tastytrade in-house development team has a solid fintech background. They wanted to concentrate on the core software elements and not to spend much time on existing and well-known modules. They were not looking to reinvent the wheel, as charting is one of such familiar components, and an integral part of a trading terminal.

Tastytrade reached out to Devexperts for the Charting module. They were aware of Devexperts expertise in options trading software and the flexibility of their products due to an extensive set of APIs.

SOLUTION

For the tastyworks options trading platform Devexperts took their existing Charting component, a part of the dxTrade multi-asset platform, and white-labeled it with tastytrade's brand colors and identity. Several custom features were requested by the client, such as support of treasury bond futures pricing, and the integration with dxScript. The latter was for partners who program strategies in the dxScript module to run visual demonstrations in the chart. Their partners attract customers and promote tastyworks for many experienced traders who can use available scripts.

RESULTS


Tastyworks platform received the integral charting component without taking time away from their in-house developers.



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 Describe your business challenge and we will suggest a solution