

RECOGNIZE OPPORTUNITY. REALIZE PROFIT.



Lightspeed Financial hand-in-hand with Recognia to Create Unfair Advantages

The Company

Lightspeed was founded in 2006, though it has roots in the active trading space dating back to the mid-1990s. In less than four short years Lightspeed has emerged as *the* destination for active and semi-active retail traders and institutional investors.

With three acquisitions under its belt and a rapidly growing client base, Lightspeed is viewed as a force within the trading world. And although it's often thought of as a place for traders to get cutting edge trading technology and new media tools, its philosophy is rooted in the time-honored tenet of providing quality client service. Simply put, Lightspeed understands that its success is directly correlated to the success of its clients - so ensuring that clients have the best offering can help them have an enduring career.

To that end, the Lightspeed team focuses on ensuring that clients have access to all the trading and risk management tools and educational, research and support services needed to help them become better traders. Lightspeed has even created an online social community, Lightspeed Spotlight, for traders to talk to each other, share ideas and to reach out to managers through live chat, phone or email.

Since the launch of Lightspeed Spotlight, Recognia - with its automated investment research tools - has played an integral role by helping to shape Lightspeed's client-centric service model.

"Lightspeed understands what active traders need to be successful better than any other firm. Importantly, we don't bombard our clients with every possible tool and then simply leave it to them to decipher what they need and how to use it. Instead, we provide very targeted tools that, based on our experience and their feedback are the most beneficial. This targeted approach builds trust and loyalty."

Michael Sedek, Managing Director, Lightspeed Financial, Inc.

The Challenge

Lightspeed faced a highly competitive landscape when it launched in 2006. And while the Company knew it was offering a rich-feature trading platform, it also realized the need to offer more than this if it was going to succeed and be true to its slogan "Here's to an unfair advantage".

Specifically, Lightspeed set out to offer research tools and educational materials that could lead traders through the maze of technical analysis, help them identify more trading opportunities and provide the tools to help clients make smarter, faster, and better-informed trade decisions.

The Requirements

- Offer tools to build a foundation of understanding
- Offer technical analysis tools that even novice traders could use
- Save clients time by automating parts of the research process
- Provide “sharing” features so traders can see what others are doing and recommending

The Solution

When looking for technical analysis tools to enhance its service offering, Lightspeed soon discovered that this market was just as crowded as their own. The tools offered by Recognia, however, stood out for their depth, accuracy, ease of use, and information sharing features, that made it useful in Lightspeed’s online community.

Lightspeed’s first introduction with Recognia was with Technical Insight. Technical Insight is an investment research tool that lets traders look at the universe of instruments and – based on chosen criteria – get lists of trade ideas or opportunities that fit their personal trading characteristics. Specifically, Technical Insight scans more than 60,000 instruments daily and evaluates each for classic chart patterns, technical indicators and oscillators. It then alerts users to technical events emerging within these instruments. It also offers in-context education that explains the chart patterns emerging, the implications of the chart pattern to the instrument and what this could mean over the short, medium, or long term. Ultimately, Technical Insight automates the research process and builds a foundation of understanding and confidence for Lightspeed’s clients.

Since then, Recognia and Lightspeed have continued to work together and today Recognia’s entire suite of investment research tools have been integrated into the Lightspeed client experience. In fact, by collaborating with Lightspeed and its clients, Recognia was able to develop Intraday Trader, the newest product to Recognia’s suite of tools. Intraday Trader is designed specifically for very active traders and points users to well-suited trade set-ups as they come into play throughout the trading day. “Setup Radars” hone in on stocks that show a trader’s preferred indicators and chart patterns lining up. The result is that Intraday Trader generates significantly more trade set-ups or trade opportunities.

The Benefits

- Builds a foundation of understanding by providing in-context education on chart patterns and their relevance
- Enables traders to make more informed decisions thereby improving their chances of being successful.
- Boost trader’s confidence of technical analysis by teaching them how the tool is automated as well as explaining charts that have emerged and what the implications may be.
- Provide a tool to develop and search for multi-fact investment strategies that meet the traders’ specific preferences.
- Provide backtesting to boost trader confidence by allowing them to test strategies prior to committing.
- Saves traders hours and days of research time by automating the research process
- Fosters a community of traders with sharing capabilities

“We believe that Recognia’s product will help our traders understand technical analysis and be able to use those tools to be more effective and more profitable traders.”

*Stephen Ehrlich, CEO,
Lightspeed Financial, Inc.*

About Recognia

Recognia is the industry leader providing actionable investment research products for on-line brokers. Our compelling product suite uses automated interpretation of technical, fundamental and value based analytics to increase account-holder engagement and boost trader confidence. Recognia helps to automate the investment decision making process by offering dynamic and action-oriented trading ideas for all trader types, in order to execute timely trade transactions with confidence. Recognia provides coverage of more than 50 exchanges worldwide, including stocks, equities, forex, indices, currencies and futures.

Founded in 2000, in Canada's National Capital region of Ottawa, Recognia today has more than 20 million provisioned accounts worldwide and our products service the largest and most successful on-line brokerage firms and institutions including; Bloomberg, Thomson-Reuters, Saxobank, E-Trade, HSBC, ICICI Direct and Reliance Money to name a few.