



March 2006

Visualisation tool provider targets back office

Panopticon Software, supplier of real-time visualisation tools to the financial markets, has launched Panopticon Explorer, bringing its treemapping technology based business intelligence software to the desktop. Quick and easy to install. Panopticon Explorer is a standalone application that can connect to any of a multitude of data sources - including Excel, SQL Server, Sybase and Oracle - to deliver instantaneous results, the vendor says: data can simply be dragged and dropped into Panopticon Explorer to instantly generate intuitive treemaps which visualise trends in that data, it claims.

An online "learning" version of Panopticon Explorer is available to download for free, explains Sam Giertz, cofounder and vice president of sales; Panopticon is embarking upon a marketing campaign to extend the reach of its software beyond the top tier banks that have hitherto comprised its customer base, he adds. "Until now we have mostly focused on enterprise systems for banks with big IT budgets, but Panopticon Explorer is perfect for smaller firms, including asset managers. The smaller an organisation gets, the more they tend to live in Excel. They can install this tool in minutes and start getting a better understanding of their data," Giertz says.

Historically, the Panopticon real-time

visualisation tools have been mainly used in the front office, but Giertz reports an interest among the client base in leveraging the technology in the back office as well. "One example would be failed trades - the ability to instantly see which failing trades are highest cost and risk and therefore need to be dealt with first," he says. "In the front office we have tied together islands of software and streamlined user interfaces - and we believe we can do the same thing in the back office space. The back office has been forsaken for the longest time when it comes to appealing user interfaces - and appealing user interfaces enable greater efficiency, leading to clear savings and a clear ROI."

Panopticon has already worked with a Swedish supplier of back office systems, that required a better user interface for its AS/400 based solution. "The system needed a differentiator, and we were able to work together to create an intuitive user interface enabling users to visualise important data and drill down into it," Giertz explains.

The Panopticon solution is open, he says, so it can connect to a wide variety of data sources. "It supports SQL, OLAP and ODBC out of the box. Where it needs to connect to proprietary back office systems, we can write legacy adapters to enable it to do so," he concludes.