PARIS-BASED START-UP VALPHI LAUNCHES FINANCIAL ANALYSIS TOOL BUILT BY DATAART TO CHANGE THE FINANCIAL TRADING INFORMATION LANDSCAPE

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Valphi and DataArt have today announced the completion of a proprietary technology tool for Paris-based start-up Valphi. The new product will significantly improve decisions taken by financial institutions as it provides world-beating information on investments, served up with state-of-the-art visualisations.

The financial analysis tool, which was invented, envisioned and designed by Valphi's founders and implemented by DataArt, provides data taken from multiple financial indicators, including some unique to Valphi, with ground-breaking visualisations that allow users to recognise patterns more efficiently than any algorithm-driven trading platform. The solution uses technology to link human processes back into financial services, enabling analysts to easily distinguish trends, correlations and outliers.

Alexander Makeyenkov, Senior Vice President, DataArt Finance Practice said:

"While so much innovation in the financial services today is focused on the algorithm arms race of building the best AI-driven trading platform, Valphi's solution enables users to complement currently available AI solutions. This creates a real competitive advantage for users, letting them develop distinct investment strategies.

"Designed for professional investors, this web-based, cloud-enabled, Software-as-a-Service tool comes with no set-up cost and dramatically reduces the time for investments strategies from conception to implementation. It provides the platform for better decisions and greater returns on investment."

From initial concept through to delivery, award-winning global technology consultancy DataArt participated and supported Valphi at every level of the development of their product, helping to create a usable and business outcome- driven solution different from anything else on offer for investors.

Emmanuel Dayan, Managing Partner, Valphi said:

"DataArt have been instrumental in helping us realise our vision for investment information. They soon became an indispensible part of our team as we moved from ideation to delivery.

"While the world is moving towards algorithm decision making, we think that our unique ability to allow users to interpret patterns better than current AI solutions will deliver better returns in the long-term. With DataArt's support, Valphi can now bring to market a platform that merges the latest developments in financial services data with a visualised user experience that enables and encourages the human brain to identify and exploit trends."

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