

# IPRO 313 : ULTRA-HIGH-SPEED MARKET DATA TICKER SYSTEM

## INTRODUCTION

### MAIN OBJECTIVE

Research and design a solution for our sponsor which sustains an optimal throughput of three million price quotes per second and minimizes latency while maintaining specific constraints

### APPROACH

- + Research low latency discussions and reports
- + Explore competitors' solutions
- + Develop a functioning ticker plant system
- + Determine hardware requirements
- + Benchmarks & Prototype

### TOWNSEND ANALYTICS

A direct-access trading-system vendor, provides a real time database management solution but according to predicted market data for the near future, their solution won't stand ground for too long.

## PROBLEM ADDRESSED

WITH THE DAWN OF EVERY NEW YEAR, THE SPEED OF BUSINESS IS EVER INCREASING.

What used to be performed in months, days or minutes, is now being done in milliseconds; and even that is not fast enough!

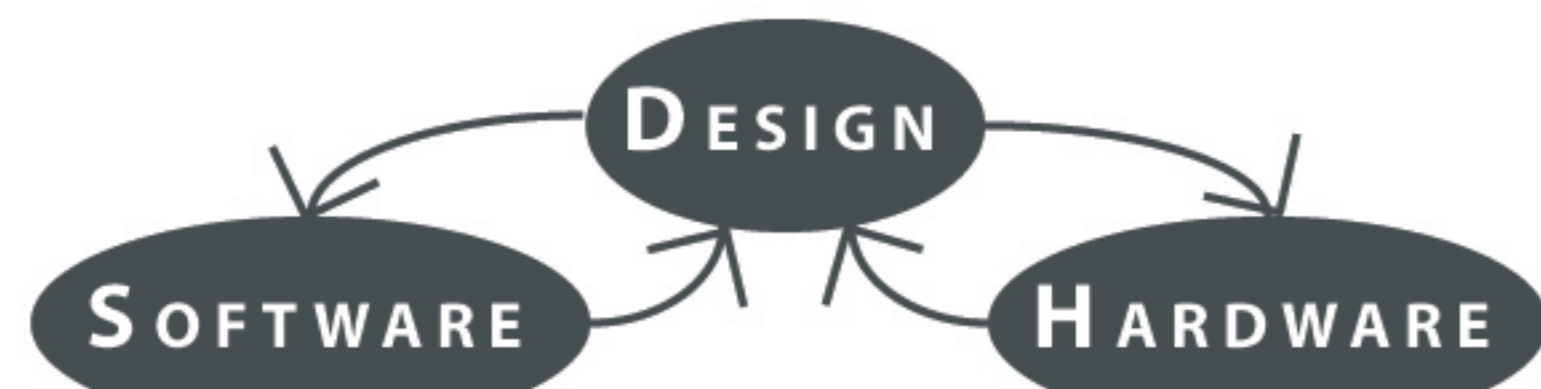
Businesses will have to transition to real time data management to keep a competitive drive on the market.

- + Within one second, between 5,000 and 50,000 are expected to occur on a real time database system.
- + Within a year, terabytes of data are expected to occur on a real time database system

In order for a business to upgrade, a unique system has to be prepared to handle:

- + Large volumes of data
- + Very frequent requests for data
- + Increased rate of change of data

## METHODOLOGY



### DESIGN TEAM:

Management of IPRO deliverables  
Communicating with Townsend  
Assigning and dividing tasks  
Researching new technology  
Analyzing market value

PHILIP PANNENKO, CS - TL  
DEVARAJ RAMSAMY, BA  
KENNETH BUDDILL, BA

### HARDWARE TEAM:

Analyzing hardware performance  
Defining components  
Researching competitors' solutions

MIKE LENZEN, MATH - STL  
JONG MIN LIM, ECE  
YUNSEOK SONG, ECE

### Software Team:

Researching algorithm performances  
Preparing benchmarks of algorithms  
Optimizing algorithms

JONG-YON KIM, B.A. - STL  
JESUS ALLAN C. TUGADE, C.S.  
JONG SU YOON, CS  
USMAN JAFAREY, CS  
YOUNG CHO, MATH

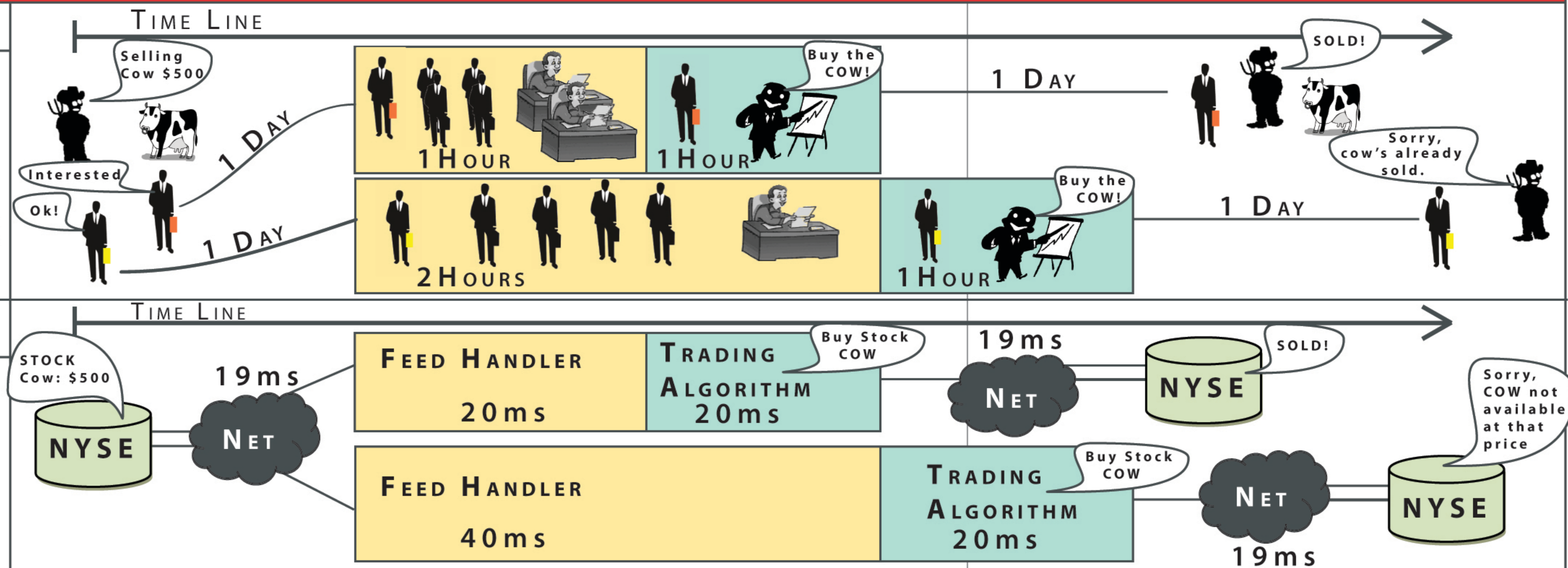
## EXAMPLE

### ASSUMPTIONS

- + LOCATION OF THE FEED HANDLERS ARE AT STANFORD, CA
- + ALGORITHMIC TRADING SYSTEM IDENTICAL
- + NEW YORK STOCK EXCHANGE (NYSE) IS LOCATED IN NEW YORK CITY

### WHY 22 MS TRAVEL TIME?

- + SPEED OF LIGHT  $300 \times 10^6$
  - + DISTANCE BETWEEN STANFORD & BOSTON 3858km
  - + SPEED OF LIGHT IN FASTEST FIBRE CABLE:  $200 \times 10^6$
- TOTAL: 19.3 MS



## UNIT TESTING - BENCHMARKS & RESULTS

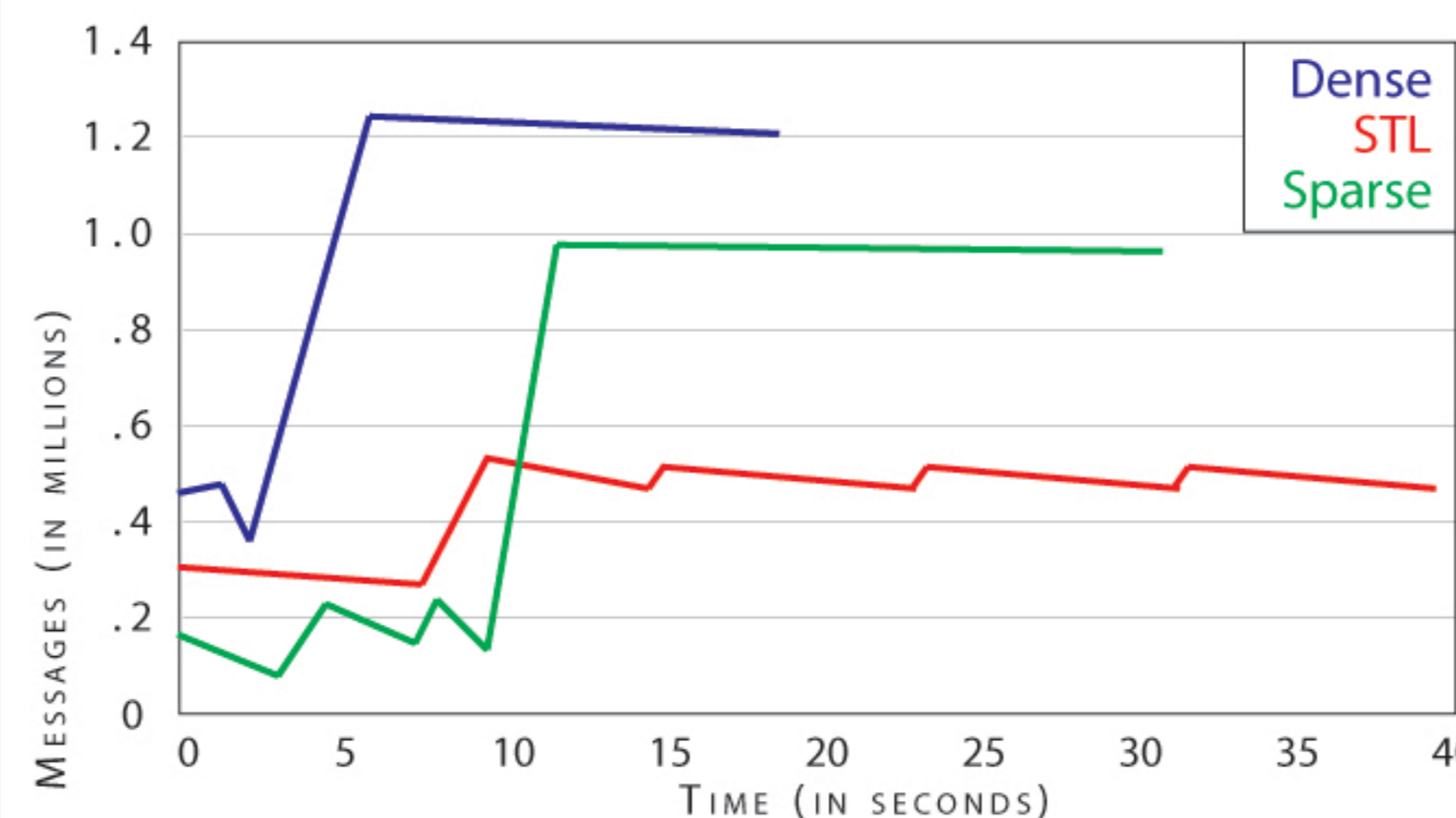
### TESTING DIFFERENT HASHING ALGORITHMS

+ Performance: Dense > Sparse > STL

+ Memory usage: Sparse > STL > Dense

+ STL: Table size and the character length has impact on the performance

+ Sparse, Dense: Character length has impact on the performance but less impact from the table size



PERFORMANCE CAN BE IMPROVED BY OPTIMIZING THE ALGORITHM OF THE CONTAINER AND THE HASH FUNCTION

## SYSTEM TESTING - BENCHMARKS & RESULTS

### PERFORMANCE TESTING OF VARIOUS HASHING ALGORITHMS ON THE SYSTEM

### BANDWIDTH OF OUR NETWORK EQUIPMENT LIMITED TO 100 MBPS

+ Need to find ways to increase bandwidth limit

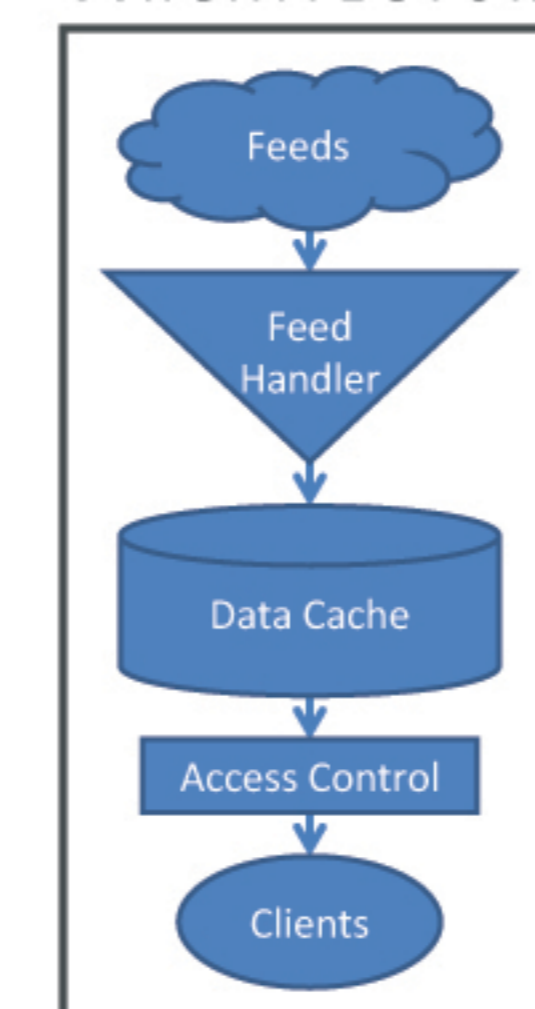
Hashing Algorithm	Data Generator (msg/sec)		Last Value Cache (msg/sec)	
	Case 1	Case 2	Case 1	Case 2
STL	82,000	120,000	82,000	109,000
Sparse	82,000	120,000	82,000	109,000
Dense	82,000	120,000	82,000	109,000

## HARDWARE REQUIREMENTS

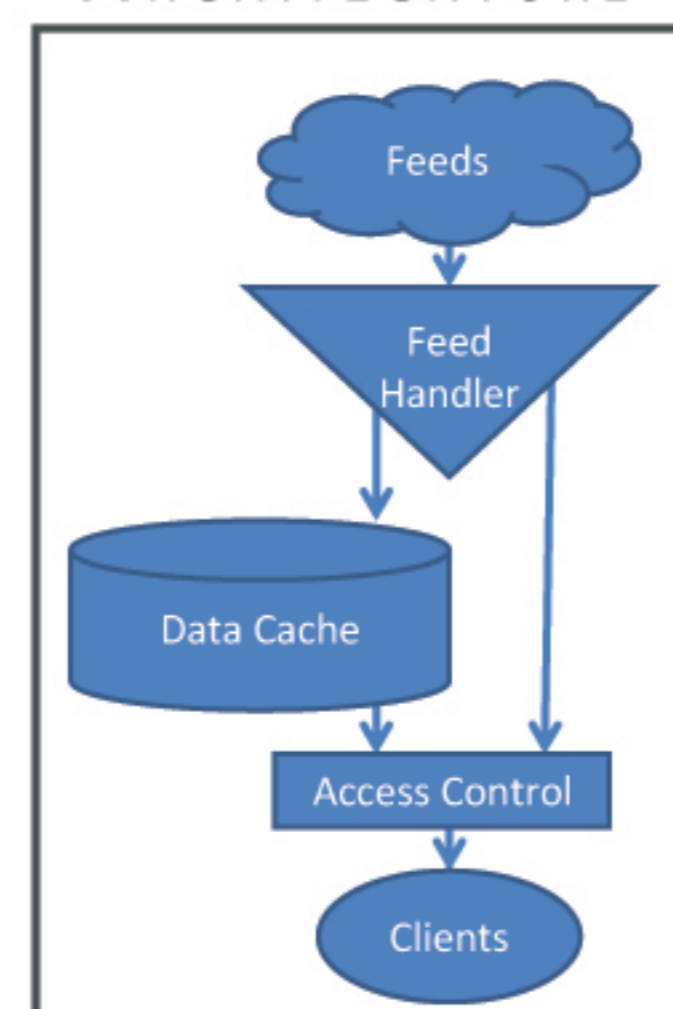
### DEFINING TERMS

- + Feeds: Options, Stocks, Futures
- + Feed Handlers: Translates incoming data to an internal format
- + Data Cache: Stores old files
- + Access Control: Handles client connections and permissions

### GENERAL ARCHITECTURE



### PROPOSED ARCHITECTURE



### PROS OF PROPOSED DESIGN

- + Messages will be smaller requiring less bandwidth
- + Missing data will not be filled in to create a complete record thus bypassing the Data Cache en route to the client

### CONS OF PROPOSED DESIGN

- + Places the burden of applying the updates on the client-side software

## COMPETITOR SOLUTIONS

COMPANY	AREA OF OPTIMIZATION					
	S/W	NETWORK	H/W	CONSOLIDATOR	DIRECT FEED	APPLICATION
TA					●	
Reuters			●		●	●
Wombat		●				●
Bloomberg			●		●	●
RTI			●		●	
Exegy				●		●

## FUTURE WORK

### HARDWARE

- + Work around network bandwidth limit
- + Implement proposed architecture
- + Running tests on Playstation 3 cell processors

### SOFTWARE

- + Introducing efficient hash function such as SuperfastHash and CRC32
- + Implementing threads and parallel processing into code