- **Peeking through the cloud**

- **Central clearing of NDFs**

- **Towards SEPA compliance**

COVER INTERVIEW

Shaking up the FX industry

David Mercer, CEO, LMAX Exchange, speaks to FX-MM about the challenges faced by traders in a rapidly changing FX landscape – and how the company brings something different to the table.
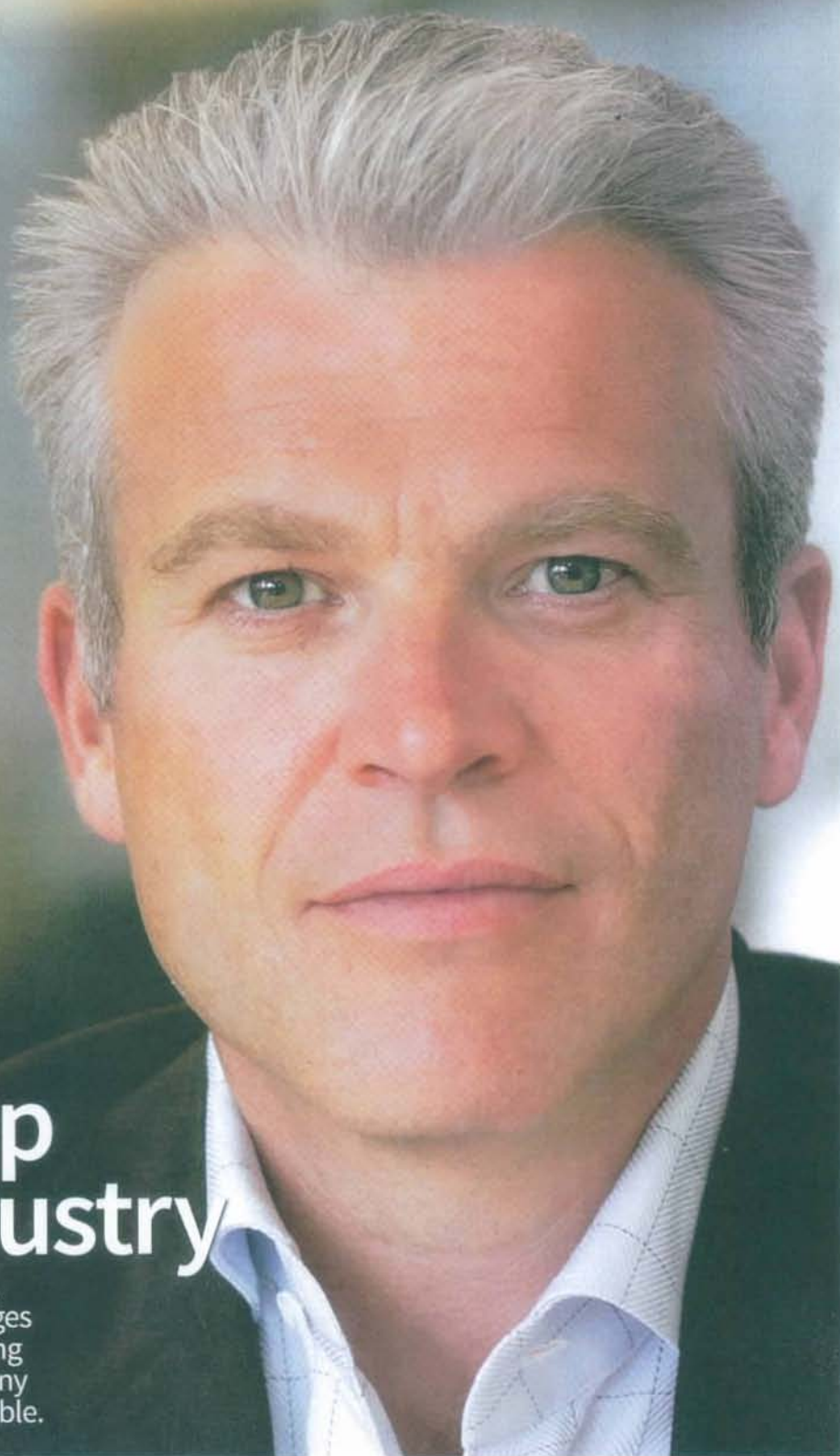
Introducing Dukascopy's JForex App Store

Dukascopy has recently released an app store for the in-house trading platform JForex. This article takes a look at the diverse strategies, indicators, plugins, templates and workspaces available in the new JForex App Store.

For traders who do not want to do their own programming, the solution creates a constantly growing Library of free and/or paid for EAs and different trading tools

Over the past year, trading platforms built within a flexible developer environment have seen the biggest rise in popularity with the worldwide trading community. To date, the success of the MT4 platform has come from 'Expert Advisors' (EAs). These automated trading strategies are typically favored by retail clients.

From day one, Dukascopy has offered a developer environment for advanced Java Programmers, which offers more functionalities than the MQL language used by MetaTrader. Nevertheless, if a trader has no programming background, they need to search for professional advice. Now, Dukascopy has created a solution that allows traders to easily find any automatic trading strategy (EA).

The concept of the JForex App Store – JStore for short – is simple. It creates an environment for developers offering EAs/automatic strategies to market them, through simple licensing procedures, via the JForex-Platform. For traders who do not want to do their own programming, the solution creates a constantly growing Library of free and/or paid for EAs and different trading tools.

All automated strategies are available for testing in the JForex Demo account, where any trader can run tests using historical data from the Swiss Forex Marketplace (SWFX) before implementing it in their Live account. For additional safety and protection, all clients are able to set a stop loss on their equity in the Live account. In order to grant the best possible execution quality, Dukascopy is offering a Remote Run on Virtual Servers near the Marketplace.

While the JForex App-Store is still in its launch period, more than 1,000 applications have been submitted from over 300 programmers. There have already been more than 30,000 downloads. Nearly 85% of the applications are strategies.

Traders can get any plugins, strategies, or indicators on JStore and use them on their JForex platform. That is the beauty of running JStore in the cloud. Traders can use all their favourite JForex files anywhere they want. No software is required and no wires or synchronisation needed. The chosen application is automatically stored in the client's personal library – My JStore – and is ready to be used on the JForex platform.

Traders can add any of their own JForex files for free from their computer or any folder on their computer using My JStore. With their files saved online, they

personal achievements in Dukascopy's well-known trading contest.

Programming knowledge is not necessary to develop strategies within the JForex platform. With the recently launched Visual Jforex, Dukascopy offers every trading enthusiast an opportunity to create their own
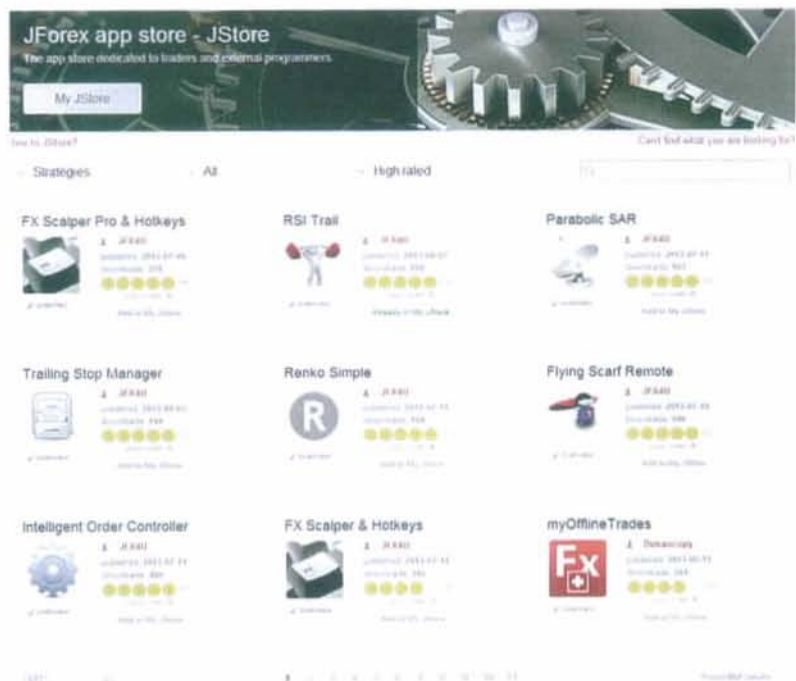
do not have to worry about storage space and can use their files anywhere. When traders store their files in their personal library, they can share them for free with their friends in the forex community or sell them to anyone on JStore.

The JForex App-Store therefore offers many possibilities for developers to monetise the strategies and tools they have developed. Dukascopy grants a protection of intellectual property with a coding system developed in house. Every developer is able to market their EAs/tools within the forex community through introducing agents, social networking, blogging and

strategy through a drag and drop interface, which also makes it easy to optimise an automatic strategy. This allows all traders to participate in the monthly Trading Contest with a total price value of 15,000 USD without having to write a single line of source code.

The JForex App Store also connects Traders with Developers in the highly liquid ECN Trading environment. All brokers who offer the JForex Trading platform are connected within this ECN-Marketplace technology, enabling all JForex users with Dukascopy Bank, Dukascopy Europe, FXDD US, FXDD Europe, Halifax, ForexFS, AFT FX, Hungarian Ertekpapir, Moscow Industrial Bank and many others to profit from this solution. Dukascopy will also act as a clearing centre between the developers and the clients, allowing them to buy any automatic strategies/tools via credit cards or bank transfers.

Further information...

www.dukascopy.com

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