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(Left to Right) Pat Brazel, CEO, Signals, Dan'l Lewin, Corporate Vice President, Strategic and Emerging Business Development, Microsoft, Michael Moriarty, CEO, Enterprise Ireland Microsoft

Microsoft to Launch Silverlight-Based Service for Online Investors

Together with Signals

Microsoft is looking, via a partnership with Signals a start-up based in Ireland, to implement a service aimed at online investors designed to deliver "cutting-edge resource to market," according to the company. The new online service will be built with the latest Microsoft technology, and will have Silverlight at its core. Planned to debut into beta at an undisclosed date, the service is designed to fill a gap in the market, and to satisfy the need of personalized services for the online investor. "The complete absence of personalized service and access to powerful yet usable decision-support tools is often cited by smaller investors as a key constraint on improving the performance of their investment decisions," explained Pat Brazel, CEO of Signals. For the time being, this is the status quo, and a situation that Signals together with Microsoft IP Ventures team and Enterprise Ireland mean to resolve. Change in this context means offering comprehensive tools to support the decision-making process of retail investors, along with a network centralizing and sharing independent investment tactics and strategies. "Signals responds to this need by democratizing trading for the online investor. Microsoft has provided us with the resources and the technology to develop personalized communication services and optimize trading strategies using the yet-to-be-launched Microsoft Solver Foundation technology," Brazel added promising that active trader would be able to effectively see the process of investing transforming for them via the new service praise as highly intuitive by Signals's CEO. According to Brazel, retail investors will no longer have to remain glued to the screens in an effort to keep up with the evolution of their investments. In fact, starting with the Beta stage, the service will permit users to tailor an information serving flux to their PDAs, mobile devices or even to email. "IP Ventures continues to have success in bringing together entrepreneurs, venture capital and governments to launch new companies, like Signals, offering exciting technologies, around the world. Microsoft offers entrepreneurs cutting-edge technology and an experienced team to work with to help them bring a new product or service to market. This close collaboration helps ensure long-term success for the new company and its future consumers," stated Dan'l Lewin, corporate vice president of Strategic and Emerging Business Development at Microsoft.