



Chaikin Stock Research Builds Next Generation Mobile Apps with the Worklight Mobile Platform

Chaikin Stock Research is founded on the premise that in today's volatile market, self-directed investors need better decision-making tools to successfully manage their investments. Developed by Marc Chaikin, a recognized expert in stock analysis, diverse and complex information is distilled into clear, intuitive displays which provide actionable information wherever and whenever needed.

Overview

Smartphones have revolutionized the trading industry as individual investors can now access market data and personal portfolios on-the-go and even execute trades at a push of a button.

Chaikin was facing a major challenge, namely, how to quickly and efficiently deliver its tools to its emergent mobile user community, given an ever-growing number of devices in a market that keeps moving further away from standardization.

"We needed a platform that allows us to offer a personalized, user-centric, stock management capability, and which easily optimizes the user experience for each mobile device," said Marc Chaikin, founder and CEO at Chaikin Stock Research.

The company turned to Worklight and learned that using its platform they could easily make all their power tools available on multiple mobile devices and non-mobile environments while radically reducing development costs, time to market and ongoing maintenance.



"Worklight's mobile application platform uniquely provides us with development flexibility to incorporate device-specific features, while enabling full control of the application lifecycle including delivery and management over time."

Marc Chaikin,
Founder and CEO at Chaikin
Stock Research



Results

Following a first application developed for the iPhone, Chaikin is using the Worklight Mobile Platform to make its Power Tools available to its users as BlackBerry and Android applications, as well as desktop widgets and browser plug-ins. The applications provide investment information that is personalized to an individual's stock portfolio and enable mobile stock trading through online brokerage partners.

Available to individual investors, active traders and full-service brokerage firms, Chaikin is delivering a suite of power tools that include:

- > **Power Gauge Rating™** – A proprietary multi-factor model of a stock's future potential which pinpoints potential trouble spots in a user's portfolio and helps identify new investment opportunities.
- > **Portfolio Command Center™** – Provides alerts regarding events that may impact the value of stocks in a user's portfolio including impactful news stories, earnings estimate revisions and real-time earnings surprise alerts.
- > **Chaikin Sentiment Rating™** – Displays sentiment scores for over 3,000 stocks based on semantic analysis of news stories and Twitter posts.

About Worklight

Worklight provides open, complete and advanced mobile application platform and tools software for smartphones and tablets. Our award-winning products help organizations of all sizes efficiently develop and deliver HTML5, hybrid and native applications with a powerful and flexible mobile IDE, next-generation mobile middleware, end-to-end security and integrated management and analytics. Worklight dramatically reduces time to market, cost and complexity while enabling better customer and employee user experiences across more devices.

For more information visit our website at www.worklight.com

Download a free evaluation version at www.worklight.com/download

