



Broker Displays Gold Spot Prices on Website

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— **Fabrice Drouin Ristori**
Founder and CEO
GoldBroker.com

Overview

Precious metals have been prized throughout history and were one of the earliest commodities to be accumulated as a tangible form of wealth. Gold and silver were the most sought-after of the metals, eventually becoming recognized as standard mediums of exchange, or currency, in approximately 1,500 B.C., when precious metal coins were first introduced in China.

Paper or fiat money was introduced around 1,100 A.D. as a new form of payment for use in trade, offering no intrinsic value other than the faith and credit of the issuing entity. Various forms of fiat currencies have underpinned the majority of past and present economic systems—most notably the U.S. Dollar.

An unfortunate reality stemming from the use of fiat currency is the fact governments can simply print more paper money and run up/increase deficits in the face of economic turmoil, effectively debasing the value of their money supply while diminishing its purchasing power. This trend has dangerously accelerated more recently to the point of imperiling the international banking and monetary system.

The alarming level of government deficits and money printing has led many to fear that a debilitating hyperinflation depression is all but inevitable. Making matters worse, investors seeking to protect their assets by fleeing currencies are now faced with the fact that the gold and silver paper markets are estimated to be 100 times bigger than their physical market. Simply stated, there's more paper representing gold and silver than the actual physical amount of those respective metals.

Offering investors a viable means of protecting their wealth from both the systemic risk of the international banking system and the debasement of global currencies was the goal of Malta-based FDR Capital, LTD and its web-based service, GoldBroker.com, created in 2011 by Founder and CEO Fabrice Drouin Ristori. The service was established to enable investors to protect their assets and purchasing power through direct investment in physical gold and silver stored outside the banking system.

“Previously it was almost impossible for investors to own physical gold and silver bars directly in their own name—they had to invest through a bank and be exposed to counterparty default risks,” say Mr. Drouin Ristori. “GoldBroker.com was created to help private investors own 100-percent allocated physical gold and silver bullion stored outside the banking system in Switzerland and Singapore.”

Challenge

In creating their web-based service, the company decided they needed to provide live “spot” and “historical” price charts for [gold](#) and [silver](#), empowering investors with the tools necessary to perform comprehensive due diligence as part of their overall investment analysis process. They planned to offer real-time daily performance charts of the metals against an array of 120 currencies, as well as historical candlestick and line charts displaying pricing in both dollars and Euros. To power their live charting tools, it was determined they would need to incorporate real-time market price data.

As a self-funded startup with limited technical resources and requisite infrastructure, collecting and managing pricing data from a traditional market data provider was deemed unfeasible. The company realized they needed to identify a market data provider capable of offering a cloud-based solution that could be easily integrated and maintained—one that offered responsive customer service.

Solution

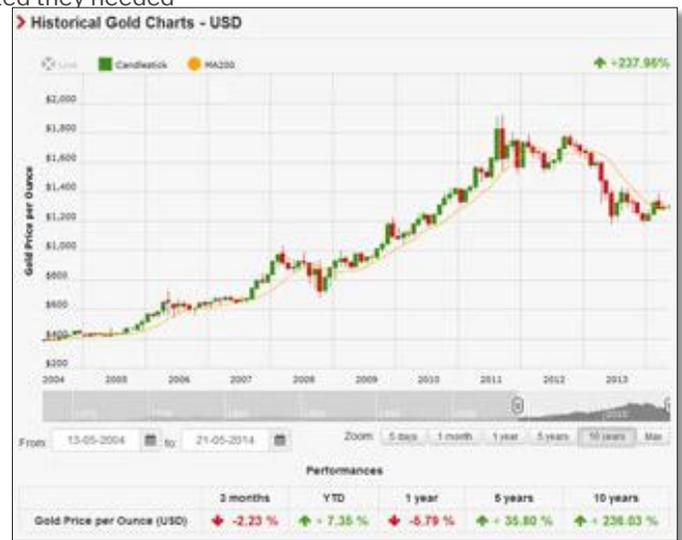
The company contacted a number of market data providers but found that each lacked the client support desired. They became aware of [Xignite](#) through a web search and decided to contact an account manager who introduced them to the [Xignite market data cloud](#) platform. Thereafter they were set up with a trial version of an [Application Programming Interface](#) (API) to test the data feed. Impressed with the customer service and trial results, and having determined that the [CloudAPIs](#) would work well and easily integrate with their system, the company elected Xignite as their market data feed provider.

“I contacted other financial data providers, but found that the client support offered was not good enough,” says Fabrice Drouin Ristori. “We decided to use Xignite’s data after using the trial version, given it worked pretty well.

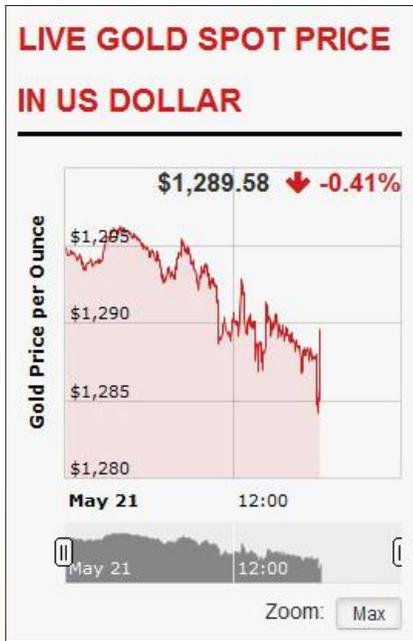
We use it to power charts displaying our product prices before commission for part of our operational trades. We use Guzzle to call the Xignite APIs and Redis to store the data locally. Thanks to these tools and the multiple available services and response formats (XML, JSON and CSV), it’s easy to save the desired data.”

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The GoldBroker.com platform, powered by Xignite market data, enables clients to perform due diligence utilizing their fully-customizable historical gold and silver charts.



GoldBroker.com provides investors with real-time “spot” prices for Gold and Silver in 120 currencies.

GoldBroker.com utilizes the [Xignite market data feed](#) to power their live “spot” and “historical” charting tools. The system incorporates two CloudAPIs:

- [XigniteGlobalMetals](#)—Provides precious metals “spot” and “historical” prices, as well as real-time gold coin prices. [More information.](#)
- [XigniteGlobalCurrencies](#)—Provides real-time and historical Forex quotes for currency exchange rates on more than 170 currencies and over 29,000 currencies pairs. [More information.](#)

Integration of the market data feed with the GoldBroker.com platform was quickly accomplished, according to Mr. Drouin Ristori. “Integrating the Xignite APIs was quite fast thanks to the good documentation and the dynamic examples,” he notes. “Creating the charts which use the API data was the most time consuming aspect of the process.”

Results

The GoldBroker.com platform, featuring Xignite market data, empowers today’s investor with the ability to circumvent traditional risks inherent in precious metals investment. It is the only service that enables investors to acquire and securely store fully-allocated ownership of physical gold and silver outside the banking system.

“With our solution, investors can own—in their own name—100-percent allocated gold and silver bars,” states Mr. Drouin Ristori. “Moreover, they can store it outside the banking system and have direct access to the secured vault. They can personally check their precious metal bars, so we have basically removed the counterparty risk.”

Xignite will continue to play an integral role in the success of the GoldBroker.com service, according to Mr. Drouin Ristori—powering their proprietary charting tools well into the future. “We wouldn’t have been able to publish our live gold and silver price charts without their data.”

About Xignite

Named one of the ten coolest brands in banking, Xignite, Inc. empowers innovation across financial services. Xignite provides cloud-based real-time and reference market data to financial services and fintech companies for easy integration with websites, apps, and software. The Xignite Market Data Cloud platform, hosted by AWS, allows companies to simplify infrastructure, scale quickly, and innovate faster. Xignite’s clients include more than 1,000 financial services, media and software companies including BMO, BlackRock, Charles Schwab, and TIAA, as well as leading fintech disruptors such as Betterment, FutureAdvisor, Motif Investing, Personal Capital, Robinhood, SoFi, StockTwits, Wealthfront and Yodlee. Visit [xignite.com](#) or follow on Twitter [@xignite](#).

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