



Rapids Data
A BORRUI DATA COMPANY



Industry Solution Brief *Financial Industry*

Industry background

Information digitalization is reshaping the financial world. As the financial markets are moving faster than ever before, technological innovation represented by big data, cloud computing, block chain, and artificial intelligence is becoming the new momentum of the information revolution and provides a new driving force for financial industry transformation. Legacy data architectures can no longer effectively meet the new requirements of financial activities such as risk analysis and management, fraud detection, portfolio management, future market demand prediction and so forth. In the era of big data, financial companies need to leverage the power of new technologies to gain valuable insights from data so that they can develop cost effective and scalable business solutions quickly to achieve competitive advantages.

Current Data Management Challenges for Financial Services

- Legacy data architectures cannot handle large data volumes
- Data silos created by different departments within an organization reduce information transparency and the traditional ETL (extract, transform, and load) approach used to break the barriers is complex, expensive and slow
- Batch processing cannot support real-time decision-making
- Responding to customer queries is slow and costly as traditional data management systems add complexity to the data ecosystem, which requires highly skilled data specialists to perform data analysis

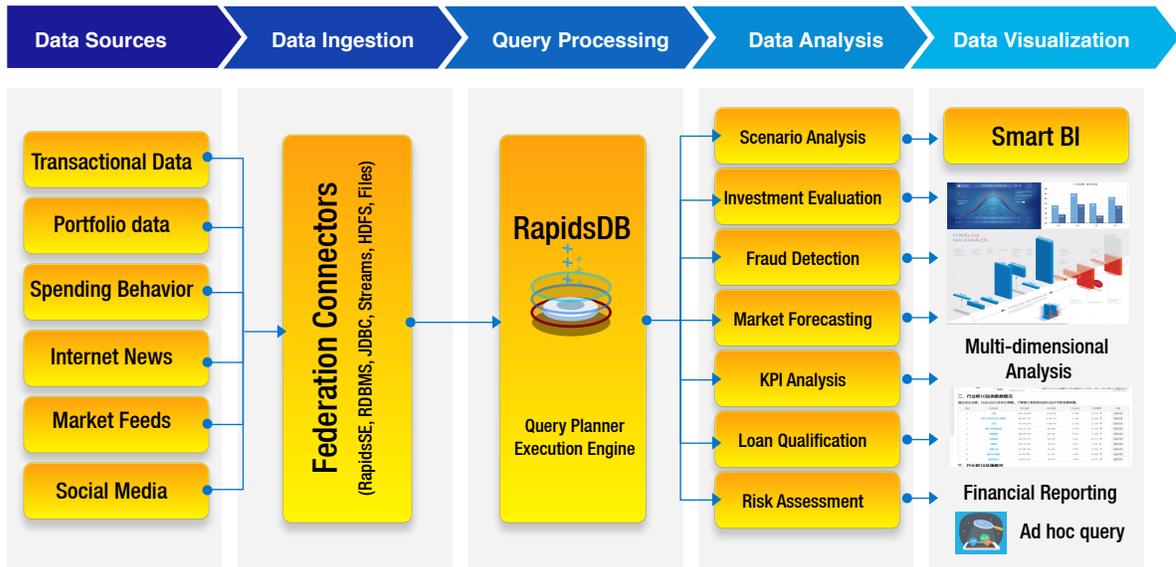
Rapids Data Platform (RDP) Solution

SOLUTION HIGHLIGHTS

- Standard ANSI-SQL
- Lightning-fast in-memory performance
- Cost-effective scaling
- Real-time analysis
- Unique SQL Federation
- Machine learning/deep learning
- Industry-leading support

- **A distributed and in-memory computing architecture to support massive dataset exploration while leveraging the low cost of commodity hardware.** The ability to handle high throughput and high concurrency of big data accelerates data processing and multi-dimensional analysis so that a holistic view of organizational information can be obtained. Actionable business insights can be gained in real time to maximize the return on investment.
- **A federated heterogeneous data integration system to query data in-place without the need for ETL.** Users can easily identify and combine data across a wide variety of data sources with a variety of data formats. Data will be presented as a single and federated database so that the user can get the query results and data analysis completed in a required time frame in a cost-efficient way than a traditional ETL approach.

- **A platform that can handle both streaming data and non-streaming (batch) data to support real time data analysis.** Financial organizations can respond immediately to significant events, enabling them to identify investment opportunities or hidden risk factors in a live market, detect fraud attempts as soon as they occur, qualify loans or credit card applications based on a faster and accurate risk assessment, or respond to customer service calls or ad hoc queries in real time for greater customer satisfaction.
- **An AI supporting component to build machine learning models to achieve high-efficiency and low-latency data processing.** Currently with 20 popular algorithms in the 4 categories of statistical analysis, ensembles, deep neural networks and dimension reduction, advances in AI can learn new patterns and detect new threats to forecast market expectations, reduce investment risks, identify billing and payment errors, and prevent fraudulent activities.
- **A SQL standard and user-friendly self-service interface to reduce operational complexity and allow business users without subject-matter expertise to be able to access and analyze data.** Users can customize dashboards to filter, mine, scale, associate, transform, compute and link data to generate reports based on their changing needs, providing exploratory analysis capability for end users to find and resolve problems.



About Rapids Data

Rapids Data is an industry leader in big data real-time processing and analytics. Our core application product, RapidsDB, is a fully parallel, distributed, in-memory federated query system that is designed to support complex analytical SQL queries. The Rapids Data Platform (RDP) helps corporations extract valuable insights from big data and leverage the power of analytics and artificial intelligence to make better business decisions.

For more information, please contact: info@rapidsdata.com



www.rapidsdb.com



@RapidsDB