# What is BlackRock?

BlackRock is a global investment management firm founded in 1988; today manages trillions in assets across retail and institutional clients.

# What does BlackRock do?

- Manage money: Invest client assets across equities, fixed income, alternatives, multi-asset.
- Provide ETFs and retail products: iShares is a major ETF franchise.
- Offer tech & analytics: Aladdin provides portfolio management, risk analytics, trading, operations, and compliance as a unified system for internal use and external clients.

# What is Aladdin?

It is an investment operating system that combines market data, portfolio accounting, risk analytics, trading, and operations into a single platform. It uses large-scale data integration, cloud/compute, and machine learning to deliver risk insights, trading signals, compliance and client reporting — and it is both a strategic advantage for BlackRock's asset-management business and a profitable technology service sold to third parties.

# How Aladdin Uses Big Data ?

Aladdin works like a giant brain for investment management. To make smart decisions, it needs huge amounts of data from the world's financial markets. Big Data allows Aladdin to analyze this information quickly and accurately.

- Real-Time Market Monitoring :- It constantly collects live data from global markets—prices, news, interest rates, currencies, etc. Financial markets produce millions of data points every second, and Aladdin must process them instantly.
- Risk Analytics :- Aladdin uses massive datasets to run risk analysis and it is only possible by using huge computing power
- Portfolio Optimization :- Aladdin helps portfolio managers build better portfolios by analyzing expected returns, risk levels, constraints and by comparing thousands of possible portfolio combinations using big data technologies.

# How Aladdin Uses Big Data ?

- Trade & Liquidity Analytics :- Aladdin studies historical trading data to predict how easy it is to trade an asset, how much price impact a trade may cause and the best execution routes.
- Machine Learning & Predictive Models :- Aladdin uses ML models trained on large datasets to forecast market volatility and detect unusual trading patterns. These models need large, clean datasets to work properly.
- Reporting & Transparency :- It generates performance reports, Risk breakdowns, Client-ready dashboards