



Yellowbrick 

# Financial Services Industry

CASE STUDY





# Growing data needs drove this market maker to move to Yellowbrick and increase data reporting and analysis speed by 30x while saving millions.

One of the leading market makers in the financial services industry executing billions of daily trades for third parties — including asset managers, banks, broker-dealers, hedge funds, and others — used SAP IQ for regulatory reporting and internal data analysis. But growing data volumes and the challenges of regulatory requirements led the organization to consider modernizing its legacy platform.

## The Challenge

Over time, this market maker's data increased to billions of daily records and reports and, as a result, SAP IQ was unable to handle this growth. They found that their legacy analytic database platform used for analyzing and reporting trades, investments, risk, and compliance was no longer a fit for their growing needs.

Reporting and analysis were limited to a quarter period, making quarter on quarter or annual reporting and analysis impossible. Performance was slow with trading reports taking an entire day to be generated, adding regulatory risk.

## Why the Market Maker Chose Yellowbrick

After evaluating several leading providers, Yellowbrick was chosen as the next modern analytics platform, replacing SAP IQ for data reporting and analysis.

“As we have a need to store and make available large historical data sets efficiently, we like the ‘fixed cost’ nature of Yellowbrick, and can now offer access to additional users during non-reporting periods for no added costs. We intend to leverage Yellowbrick to isolate resource usage and give more users access than we had before as resources and value were limited.” **Systematic Trading Technology Leader**



Yellowbrick Data Warehouse is a modern, elastic, massively parallel (MPP) SQL relational database delivering high performance on massive volumes of live data across cloud and on-premises for better informed business decisions with predictable and controlled costs.

Yellowbrick builds on the capabilities of SAP IQ, allowing this market maker to gain faster insights and scale horizontally, while also saving millions of dollars. Yellowbrick also enabled the organization to efficiently filter data, allowing them to make all archival data easily accessible in real time.

**Intrigued?** Find your biggest, most complex data set and most important business challenge and invite us in for a Yellowbrick test drive. We'll show you how high-speed data analytics can redefine your business opportunities. [www.yellowbrick.com/test-drive](http://www.yellowbrick.com/test-drive)

## Key Outcomes:

Data reporting and analysis is, on average, 30x faster with the ability to scale further

- With SAP IQ: 19 hours
- With Yellowbrick: 94 seconds

Ad hoc queries for regulatory requests run in seconds instead of hours, allowing for on-demand request of CAT (Consolidated Audit Trail) compliance reports

- With SAP IQ: One query analyzing 440 million rows executed in hours
- With Yellowbrick: The same query executed in four seconds

Business users can rapidly access trillions of rows for historical trade analysis

- With SAP IQ: Data loading in four hours, queries running in minutes
- With Yellowbrick: Data loading in four minutes (~15 TB/hr) and queries running in seconds

Transforming the data allowed for querying of more up-to-date data, faster

- With SAP IQ: Transforming the data (ELT) takes 5+ hours
- With Yellowbrick: ELT takes four minutes

