

A Clearer Picture of Business Performance



OTC Markets Group Deploys [Syncsort DMExpress ETL](#) with Vertica Analytics Database to Gain [Greater Business Insights](#)

Since its founding in 1913, OTC Markets Group has carefully built and cultivated the world's largest electronic interdealer quotation system for broker-dealers to trade unlisted securities. Today, its open network of more than 160 competing broker-dealers price and trade the 10,000 over-the-counter (OTC) securities on their platform. The wide spectrum of OTC-traded companies is categorized into three tiers so that investors can identify the level and quality of financial information companies provide: OTCQX, the quality-controlled marketplace; OTCQB, the U.S. reporting company marketplace; and OTC Pink, the speculative trading marketplace. OTC Markets mission is to provide a highly transparent, liquid, efficient and world-class marketplace through innovative technology and exceptional customer service.

"Syncsort DMExpress met all the right criteria. It didn't have the high costs or complexities that we saw in other solutions."

— Rahul Bose, Director of Technology

Not surprisingly, transactions conducted and managed by OTC Markets create some of the largest daily data volumes imaginable, making data management an increasingly critical concern for the

firm. According to Rahul Bose, Director of Technology for OTC, the company faced a major challenge due to the increased trading and transaction volumes introduced with the successful launch of the company's OTCQX trading platform. Because the OTCQX platform provides a higher level of quality and disclosure, which gives investors greater confidence, it brought in many big international firms into the OTC market. As a result, trading volumes increased quite a bit.

A new bond-quoting and trading platform also added to the transaction volumes the firm was processing. In addition, as those volumes increased, they wanted to increase their ability to provide greater business intelligence, faster analyses, and smarter insights.

Seeking an Enterprise Solution

To address its analytical needs over the years, OTC Markets Group amassed a disparate collection of "homegrown" scripts — some UNIX shell scripts and some in fourth-generation languages. After years of continued growth, this strategy was no longer feasible. "We had previously tried using MySQL as an

OTC Markets

INDUSTRY

- Financial Services

CHALLENGE

- Provide greater business intelligence, faster analyses and smarter insights to their customers.
- Replace hundreds of homegrown UNIX and Linux scripts with enterprise-grade ETL solution

SOLUTION

- [Syncsort DMExpress ETL](#)

BUSINESS VALUE

- Fuller analyses of customer trading patterns and regulatory compliance
- Faster and more frequent reporting across the organization
- Increased staff productivity
- Cost savings through deferred hardware purchases

analysis database but that ran aground because of ETL problems,” said Bose. “Our homegrown tools didn’t let us take our analysis to the next level.”

The first step was to find a sophisticated analytics database management system, which led OTC Markets Group to select the Vertica Analytics Platform, a high-performance data warehousing solution. The next requirement followed quickly. While the OTC Markets Group IT team welcomed the new analytical power offered by the Vertica solution, they now needed an efficient way to extract, transform, and load data from production sources into the new data warehouse.

“Previously, we were mostly doing end-of-day reports extracted from our various production databases,” said Bose. “But when we implemented Vertica, we realized we could create many more reports and analyses — provided we had lots of data refreshes. At that point, we knew we had to stop the cycle of manually writing and maintaining scripts and get an enterprise solution.”

After a careful evaluation of the different market offerings, OTC Markets Group chose Syncsort DMEExpress to manage its significant ETL requirements. “Syncsort DMEExpress met all the right criteria,” said Bose. “It didn’t have the high costs or complexities that we saw in other solutions. And Syncsort is a commercial, not open-source, solution, so we knew we’d get better support. They’re not some faceless, massive vendor — we felt their level of service and attention would be good.”

“And, finally, Syncsort has been in this business for a long time and enjoys a great reputation. After we completed our proof-of-concept, we ran our numbers and evaluated the performance and the estimated ROI looked good.”

Bose also noted that DMEExpress’ direct integration with Vertica was a big advantage and key reason for the selection and implementation. “Vertica recommended that we evaluate DMEExpress and I’m glad we did. It quickly became clear that their ETL capabilities and performance were what we needed.”

A Broader and Clearer Perspective

OTC Markets Group has used DMEExpress to replace hundreds of hand-coded scripts with about 40 DMEExpress jobs that give the firm the ability to perform more in-depth analyses and more sophisticated translations than were previously possible.

Bose noted that DMEExpress also enables OTC Markets Group to update information through mid-day runs. “We can run these jobs confidently because we know that they won’t drain our production resources,” he said. “Ever since we started with Vertica and DMEExpress we haven’t had concerns about batch windows or production impact. And since we’re always trying to find maintenance windows, reducing our processing windows is a real plus.”

According to Bose, the Vertica/DMEExpress combination has paid off in several respects. “We don’t need to have our Java developers write real-time jobs to insert data because we now have enterprise-grade ETL tools. We have also been able to postpone hardware purchases because DMEExpress does not require a lot of horsepower.”

“But most of all, Vertica and DMEExpress are letting us see all kinds of meaningful analyses — customer trading trends and aggregations, compliance analyses, trade performance, and much more. We have a much broader and clearer perspective on our growing business.”

“Vertica recommended that we evaluate DMEExpress and I’m glad we did. It quickly became clear that the support and performance were what we needed.”

— Rahul Bose, Director of Technology

About Syncsort

Syncsort is a global software company that helps the world’s most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 15,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.

syncsort RETHINK THE ECONOMICS OF DATA*

50 Tice Boulevard, Woodcliff Lake, NJ 07677
201.930.8200 | www.syncsort.com