

## HCL'S ACTION ANALYTICS SOLUTION: **CAPITAL MARKET** FIRMS CAN REST EASIER

Market players today face a myriad of challenges, including having to process fragmented data flowing in at unprecedented volumes and speeds. To survive—let alone thrive—financial organizations need to move beyond legacy information management systems and adopt digital solutions.

Big Data analytics promises to harness larger and more diverse data pools, reducing losses by managing risks and increasing revenues by driving business opportunities. Drawing on current Actian research, the companies that use analytics are twice as likely to have top-quartile financial performance. It is little wonder then that big data spend in the financial services industry is poised to grow at a CAGR of 22% to 2020.



### **Solution:** **The Actian Analytics Platform**

#### **Transforming Data to Value:**

Utilizing powerful predictive analytics models, the Actian Analytics Platform transforms data into insights, projecting the larger picture with opportunities and risks well defined. As a result, banking enterprises can now make better strategic, operational, and tactical decisions to boost profits.

#### **Moving from Instinct to Insight:**

This next-gen platform powers historical analysis and back testing of strategies to offer analytical insights in near real time. Thus enabling companies to align their trading strategies to market trends through better data-driven decisions.

#### **Using Analytics to Drive Trading Strategies:**

Actian transforms its clients' trading operations by helping them adopt intraday and near real-time data capture and collection frameworks with smart analytics computation. The result? Brokers can better serve customers and maximize revenues. Buy-side firms, on the other hand, can gain greater visibility into the trade life cycle, make informed investment decisions, and boost portfolio returns.

#### **Leveraging Preemptive Risk Analytics:**

The Actian analytics solution provides a flexible, scalable framework that gathers data from requisite sources, formats, and locations. Leveraging high-speed, parallelized data integration, computation, and aggregation, it provides accurate and timely ad hoc analysis, alerts, and visibility into threats and regulatory issues.

## Developing a Proactive Threat Management Approach:

The Actian Analytics solution helps capital market firms collect granular data and then analyze and mitigate threats to regulatory compliance, institutional controls, or security. The platform, thus, addresses security and surveillance requirements through a proactive approach toward threat management.

### Key Benefits

HCL's Actian Analytics Platform has helped global capital market firms to:

- Obtain a consolidated view of all market data merged with additional contextual data and analyze granular fluctuations
- Apply proven scientific techniques to preemptively identify and control potential risks
- Increase revenues through improved telemetry
- Boost market data ROI
- Leverage new opportunities while complying with regulations



## Success Stories

The Actian Analytics Platform helped a leading global banking service provider to deliver fraud detection services to more than 100 customers. This resulted in a 30% increase in anomaly detection and a 20% reduction in false positives. In another case, the platform enabled one of the largest global banking and payments technology providers to improve responsiveness to queries from hours and days to seconds or minutes. Thanks to this, 14,000 institutions across 110 countries can now process more than 100 million transactions daily.

The Actian Analytics Platform also played a role in the administrative department of a European government. By significantly enhancing data profiling and risk analysis, containing tax evasion for over two million returns—leading to more than 25% saving on operational and maintenance expenditure.



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