Assetcloud

Powered by **/db**
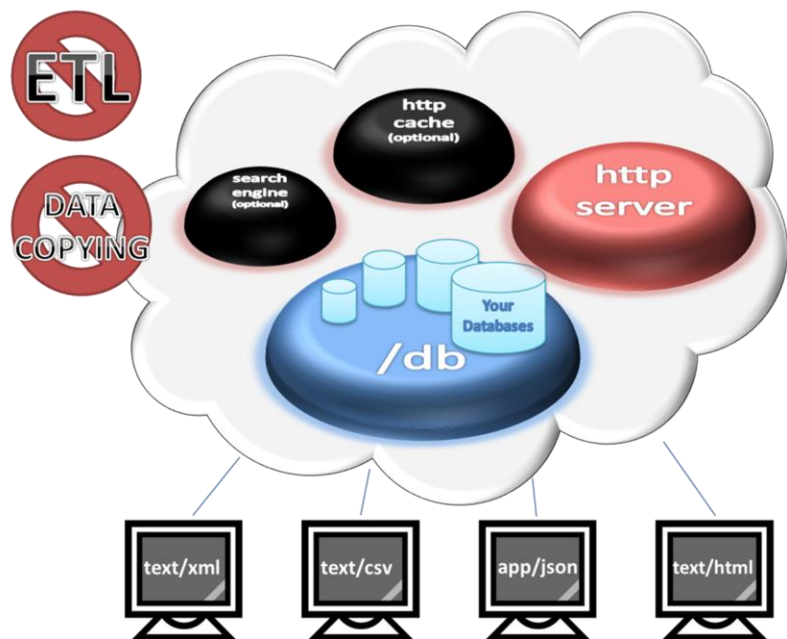
Your mission critical data accessible on demand from a private compute cloud.

USE CASES

- ☑ **Enterprise Data Management**
  - o Reference Data
  - o Market Data
  - o Trades & Positions
  - o Risk
  - o Sales & Bid Lists
- ☑ **Financial Control Reporting**
  - o Retrieve data from multiple sources easily
  - o No manual report assembly
- ☑ **Quantitative Analysis**
  - o Excel
  - o Matlab
  - o Mathematica
- ☑ **Rapid Applications Development**
- ☑ **Web Publishing**
- ☑ **Business Intelligence**
  - o Discover data in foreign databases
  - o Central point of data access
- ☑ **Data Vendors**
  - o On-demand access in place of a bulk feed

SOLUTION OVERVIEW

Assetcloud is an information system for financial institutions, which promotes on-demand data sharing between trading, sales, reference data, market data and financial control systems. At the heart of the solution lies **/db**, a light-weight web service shell over existing databases integrated with the firm's backend infrastructure. Unlike conventional ETL or Data Warehouses, Assetcloud introduces totally new resource oriented approach to enterprise data management.

SLASHING BARRIERS TO SUCCESS

Institutions' competitive advantage depends on accurate and easily accessible information. With the proliferation of complex derivatives trading, structured products and expanding compliance and risk management requirements the demand for data is on the rise. Unfortunately the data access techniques have not kept up with this.

Currently, the typical solution consists of data file feeds between systems. The feeds create multiple copies of the same data increasing a chance for errors and wasting valuable resources. Furthermore, data feeds do not adapt easily to changes. Assetcloud uniquely solves this by turning any database into a web accessible resource with all the benefits that come with this.

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☑ **Data Discovery Mode**
- Preserves complex object relationships
- Intuitive URL scheme
- Configurable traversal depth
- No SQL code required

☑ **SQL Pass-Thru Mode**
- Supports any valid SQL query or stored procedure
- Maps query parameters to URL

☑ **Convenient data formats**
- XML (with XSD)
- CSV
- JSON
- HTML

☑ **Support for Microsoft Excel**
- No VBA code required

☑ **Supports leading RDBMS**
- Oracle
- Microsoft SQL Server
- IBM DB2
- Sybase
- MySQL, and more.

☑ **Scalability**
- Stateless design
- Usable with MapReduce and Relational Algebra
- Caching
- Available as virtual appliance

☑ **Works with everything**
- Java, C#, C++
- Python, PERL, VB/VBA
- Clojure, Scala, F#
- JavaScript, PHP, ASP.Net, etc.

IMMEDIATE BENEFITS

☑ **Incremental roll-out**. The solution is lean and can be deployed incrementally.

☑ **Savings.** Shorter time to market; reduced downtime.

☑ **Extensibility.** Add higher level functions and services whether internally or for the Internet.

☑ **Future ready.** You are half way there if you decide to transition to external cloud.

HOW ASSETCLOUD WORKS

In Assetcloud there is no copying of data, which remains in their systems of record. This ensures that the data is always correct, preserves prior investments already made in databases and avoids infrastructure sprawl.

Our flagship product **/db** provides a web service shell for each database. **/db** translates relational database structure into a logical library of uniform resource locators (URL). Conforming to the REST methodology, every piece of data has its own identifying URL regardless of whether it is a simple scalar value or complex object containing other objects. For example:

> http://yourserver/db/ReferenceData/Assets/cusip/0082729B4.xml
> XML representation of reference data from the Assets table and all related tables. URL allows for both read and writes and is search engine friendly.

Data exposed in such way can be indexed in a search engine, used for further processing in custom built applications such as trading systems or (with no coding) in an Excel workbook.

Thanks to the ubiquitous nature of the HTTP protocol the system offers interoperability unmatched by other solutions. Virtually every software framework and programming language supports HTTP. With Assetcloud you will harness the fast growth and cooperative nature of the web for the benefit of your enterprise.

ORDERING INFORMATION

VT Enterprise has been developing enterprise class software for the finance industry since 2001. Our custom software powers Wall Street's premier trading desks on buy side and on sell side.

Assetcloud is licensed per database on an annual basis. Please contact VT Enterprise for a price quotation or a custom proposal.

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