A leading provider of Big Data discovery and data sharing solutions, 1010data works with hundreds of the world’s largest retail, manufacturing, telecommunications, and financial services enterprises. The company is led by Chairman, CTO, and cofounder Joel Kaplan, a 40-year veteran of the technology and financial services industries.

Joel’s background includes stints at IBM, UBS North America, and Morgan Stanley, where he gained renown for leading the first team to employ scientific methodologies to uncover and exploit inefficiencies in the stock market. His pedigree also includes an intimate connection with the technology behind Kx Systems, as he worked closely at Morgan Stanley with Arthur Whitney, co-founder and Chairman of Kx, who built the programming platform that eventually led to the development of Kx’s robust database products, and that 1010data uses today to build extremely fast and powerful analytical solutions for its clients.

“What makes Kx technology so unique,” says Joel, “is that it requires a certain geometric intuition. Those who can take advantage of it are rewarded with the absolute fastest technology in the world. And, because the idea of linking tables across billions of rows of data is the same in any industry, this technology has applications that go far beyond any particular market or analysis.” The proof? One need only look at 1010data’s large client list of well-known, global enterprises in retail, manufacturing, and telecommunications.

Joel sees Kx technology as the vanguard of a third major tradition in the history of computing. Following the initial, groundbreaking work of Gödel, Turing, and Von Neumann that resulted in languages such as Fortran and C, and the subsequent functional school of logical programming behind Alonzo Church, which spawned LISP and other AI languages, Kx’s contemporary k and q languages represent today’s natural evolution of the array oriented, vector programming work of Kenneth Iverson’s APL.

“In addition to the flexibility and versatility of vector languages,” notes Joel, “Kx’s technology has another important advantage. It allows you to show your clients what’s possible using their own data. You can actually demonstrate to them how their problems can be solved, instead of asking them for a leap of faith based on extrapolating from generic benchmarks. The value of this cannot be overstated.”
Joel also appreciates the ongoing communication he has with the Kx Systems team, in which improvements to the technology — increasing speed, for example, or creating routines to improve certain functionality — come from both sides, ultimately allowing him to offer his customers cloud-based solutions of extreme robustness and expressiveness. Because of his deep involvement and impact in the field over the past four decades, Joel understands the pressures on IT departments to shy away from such disruptive technologies as Kx. When it comes to increasing productivity, however, he believes there is simply no other way to go.

One for all
Kx technology runs on Linux, Solaris, Windows, and OS X operating systems, and requires only commodity hardware. The software also takes full advantage of the latest generation of processors built for vector arithmetic, giving it tremendous speed and making it especially well-suited for high-performance applications in a broad array of industries.

Industry players
Kx’s mission has always been to provide powerful software that allows companies to tackle the most complex and data-intensive applications. That’s why Kx customers tend to be market leaders in their fields — from top investment banks and hedge funds to premier energy companies, pharmaceutical firms, and scientific research institutions. All of these enterprises share a common objective: to gain competitive industry advantage.

Worldwide coverage
Based in Palo Alto, California, Kx has offices in North America, Europe, and Asia, and counts among its customers more than 100 top-tier companies, including global OEM customers. In addition to conducting its own sales, Kx retains strategic sales partners around the world.

For more information about Kx Systems, please visit our website at kx.com, or send us an email, to info@kx.com.