Billions of trades and quotes. Hundreds of gigabytes of market data. It’s all in a day’s work for today’s top-tier financial institutions. But as these data volumes go ever higher, the need to extract value from them becomes even more critical.

That’s why companies are looking for an intelligent, robust, technical foundation for capturing and analyzing market data — one that would give them a key competitive advantage. Kx’s kdb+ database is precisely this solution.

**Crunching the numbers**

kdb+ enables businesses to capture the widest range of structured, time-series data, such as tick data. It also allows analytics to be run directly on the data, instead of requiring that they be shipped out, analyzed, and then loaded back in. The result? Extremely low latency from the point of data arrival to the completion of analytics.

When it comes to tick data, Kx’s kdb+tick module is designed to capture and analyze virtually unlimited quantities of streaming market ticks — adding up to trillions of archived, historical records — for immediate analysis. An optional kdb+taq module is optimized to read raw NYSE TAQ (trades and quotes) into the database.

**Functionality and power**

kdb+’s built-in programming language, q, allows organizations to aggregate and analyze data in nearly limitless ways, perform statistical functions, and join data sets in more ways than are possible using SQL technology. Queries may be performed on streaming or historical data.

“A revolution in time-series analytics is clearly underway, and no other type of software is as suitable for analyzing these massive data volumes as is kdb+. Optimized for both in-memory and historical data processing, kdb+ sets the standard for time-series analytics on Wall Street. Building on a powerful array programming paradigm, Kx over the past 20 years has developed the fastest, most elegant, and most concise implementation of this technology today.”

Simon Garland, Chief Strategist, Kx Systems
— the latter easily accommodating research and backtesting. In addition to capturing market
data, kdb+ is especially suited for order-book management, algorithmic trading, and risk as-
essessment.

It all adds up to the technology of choice for nine of the world’s top ten global financial firms — from international and central banks, exchanges, and asset managers to hedge funds and pension administrators.

One for all
Kx technology runs on Linux, Solaris, Windows, and OS X operating systems, and requires only
commodity hardware. kdb+ 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 com-
panies, 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.