



CASE STUDY



Organization: **ADSS**
Geography: **Global**
Industry: **Financial Services**

ADSS leverages KX real-time data platform to accelerate its transformational growth strategy.

OVERVIEW

Founded in 2010, Abu Dhabi-based ADSS is one of the largest trading platforms by volume in the Middle East, offering more than 2,700 financial instruments across a wide range of CFDs including currencies, indices, commodities and other financial asset classes. ADSS' commitment to delivering the highest quality products within a robust culture of risk and compliance has made it a trusted partner for institutional, private and retail clients around the world. To support its recently launched transformational growth strategy and offer its clients greater access to liquidity and a broader range of financial instruments, ADSS is making significant investments in partnering with top tier technology providers to develop proprietary data processes and multi-asset trading platforms.

THE CHALLENGE

The ever-present challenge for ADSS is to ensure confidence in its data and that insights can be acted on in the shortest possible time frame. With markets operating in microseconds, ADSS is constantly gathering and analysing data to deliver better customer service, drive enhanced outcomes for clients, increase operational efficiency and ensure regulatory compliance. To deliver the best possible outcomes, real-time data is compared with historic data for in-the-moment-analysis, with those insights being made available to colleagues across the ADSS business, not just the Quant teams.



ADSS LEVERAGES KX REAL-TIME DATA PLATFORM

“We price more than 2,700 different instruments, which translates to roughly 1 billion market data ticks per day. To react quickly to unexpected market events, we need real-time analysis on vast amounts of both in-flight and historic data. . KX enables us to make better informed business decisions in real-time, improve customer service with both clients and business partners and to be more data driven across our entire business. We see KX as an important, strategic partner for ADSS as we continue to our transformation into a data-centric business..”

Chris Dale, Co-Head Quantitative Trading, ADSS

WHY KX

As a leader in real-time data analytics, KX was selected for its performance and scalability, interoperability with existing systems and programming languages in use across ADSS, such as Python, C++, Java and SQL, and its suitability for a range of critical use cases. Built on the world’s fastest time series database (kdb+), KX is designed to handle massive amounts of data, no matter the format or location, unlike many data warehouse solutions that struggle to deliver insights in the time frames demanded by the financial services sector. Additionally, KX’s powerful visualisation and dashboard capabilities are critical in helping ADSS deliver against its stated goal to democratise access to data across its entire business.

KX also enables comprehensive algorithmic risk management capabilities that have enabled ADSS to better automate and standardise its risk management processes through enhanced speed of execution.



ADSS LEVERAGES KX REAL-TIME DATA PLATFORM

“Continually **enhancing the quality of our data and its delivery speed** allows us to leverage large amounts of data in real-time and is vital for accelerating our transformation into a more data-driven organisation. The new eco-system for data that we are building will support our internal processes, enhancing our agility in a rapidly changing environment and allowing us to be less reliant on manual processes. Through our partnership with KX, **we are now harnessing data across the business more efficiently**, providing our clients with a more seamless experience, superior pricing, products, and levels of customer service.”

Nikos Tsoskounoglou, Co-Head Quantitative Trading, ADSS

BUSINESS BENEFITS



Pro-active customer service through fast access to data.



Ability to act at speed and with confidence in a dynamic trading market.



+30m order events tracked in real-time throughout 2021.



Centralised view to manage all data across a wide range of different data sources.



Significantly faster response time to unexpected market events.