Financial firms need to deliver relevant, personalized customer experiences across a range of devices. This personalization must meet consumer needs, feel responsive, and most importantly react in real-time – which means implementing a scalable solution that can handle streaming data while simultaneously providing real-time context, analytics and decision making.

VoltDB is an in-memory scale-out SQL database built to power the next generation of streaming data applications that support real-time personalization. Our modern architecture offers virtually unlimited scalability for deployment on premises or in the cloud – which means scaling is 100% transparent to your applications.

According to Gartner, real-time recommendations based on consumer behavior have 10-15 times the response rate than other approaches. The movement toward personalization is not only taking shape, but will become more prevalent in the next five years.
E-commerce, customer experience management, and business analytics are among the top four technology investments CEOs intend to make in the next five years.

Additionally, demand for real-time or near-real-time delivery of data is becoming paramount: 45% of the organizations surveyed said that data integration work required data to be delivered or processed either in real time or within one minute.

However, the analyst firm also found that 86% of companies cannot deliver the right information at the right time.

Fast data solutions are the key competitive differentiator for financial organizations looking to process real-time streaming data to personalize the customer experience, analyze risk exposure and dynamically react to customer requests in the moment.

**THE SOLUTION?**

A real-time application or service must predictively and actively engage customers with personalized experiences. Achieving this with fast data requires tools that can Collect, Explore, Analyze and Act on streams of data – instantly.

This enables organizations to make data-driven decisions and achieve real-time analytics against fast moving data.

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Bank of America 2013 Annual Report
BENEFITS

- Customized, real-time user experience
- Increased engagement, satisfaction, purchases, and retention
- Handles streaming inputs while maintaining persistent state

VoltDB’s fast data platform provides rapid data ingestion, real-time customer analytics and automated decision-making capabilities on a per user, per event basis, with data enrichment and rapid export to data warehouses. This enables financial services firms to deliver unprecedented levels of personalization and customer engagement that produce superior returns and competitive advantage. Our combined capabilities of a fast operational database with real-time analytics and stream processing are powering the next generation of data-intensive applications that rely on fast, smart data.

“When we evaluated VoltDB, we discovered that it suited our requirements. Its in-memory, high-velocity database will enhance our current and future offerings.”

- Marc Firenze, CTO, Eagle Investment Systems