



CUSTOMER SUCCESS STORIES

# Accelerating the Financial Sector: EDB Transforms Trading with Speed and Security for \$500 Billion Asset Leader



## OVERVIEW

### A High Stakes, Business-Critical Launch with Billions of Dollars on the Line

A well-established Investment Services company with over \$500 billion in assets under management planned to launch a high profile project: launching an online trading application.

“**The results surpassed expectations as EDB outperformed competitor databases the Company previously used. EDB provided a powerful back-end to fuel the new trading app, ensuring low latency, high throughput, reliability, and scalability.**”



Stock Trading and Investment Applications have surged in the last several years due to advancements in technology and evolving investor behaviors. Valued at \$35 Billion in 2023, the market is expected to grow rapidly at a compound annual rate of [21% through 2033](#). For the Company, launching a trading app was business-critical to their digital transformation. It had the potential to manage billions of dollars in assets and scale the Company's revenue growth into the foreseeable future.



## Rising consumer demands and emerging competition

As the saying goes, “Meeting consumer demands isn’t just about keeping up; it’s about staying one step ahead in a world where expectations are always on the rise.” The Company had seen sustained growth over the last decade, however even that was not enough to guarantee the future success of their business. Only constant innovation to meet and exceed customer expectations could continue their growth. What they knew was that today’s investors want more control over their investment decisions, and trading apps empower them with comprehensive market information and tools at the tap of their fingers. Apps help investors to make informed decisions with real time access to market data, news, and research, and provide them with tools to take action like transfers and payments. New competitors with app-first strategies were entering the market and took significant share. The Company’s new trading app had to satisfy investors’ increasingly demanding expectations, a critical driver of app adoption. Customer trust – and billions of dollars – were on the line.

## Confidence in Any Cloud with EDB

The Company had two key requirements for the app: it had to be built on PostgREST API and had to run on PostgreSQL operating in the cloud. Overall, many firms in the financial investment sector are increasingly adopting open source technologies to transform their business. Open source provides cost-effectiveness, customization, flexibility, security, and innovation. The decision to build on Postgres was clear, now they needed to find a flexible, scalable Postgres database platform to fuel best-in-class app performance.

As the expert in Postgres and top contributor to the open source community, EDB was chosen to launch the Company’s new trading app. EDB’s hybrid-cloud deployment and disaster recovery and backup capabilities proved crucial to seal the deal. While many organizations run on multiple clouds, not all vendors can support every major cloud services provider. Businesses need to mitigate the complex and potentially costly challenges of multi-cloud, including interoperability, data silos, security and compliance, vendor lock-in, training and more. EDB was uniquely positioned to fully manage their multi-cloud strategy, providing a vital and sought after solution to a very complex challenge the Company faced. The Company built their trading application on EDB’s Postgres API and selected EDB to fully manage and run the app on a multi-cloud platform using Microsoft Azure.

## EDB Delivers Ultra-Fast and Secure Trading Solution

The results surpassed expectations as EDB outperformed competitor databases the Company previously used. EDB provided a powerful back-end to fuel the new trading app, ensuring low latency, high throughput, reliability, and scalability. In stock trading, speed is paramount. Timely execution of trades is critical to avoid downward price movements and achieve desired goals. In high-frequency trading, where trades are executed by algorithms at extremely high speeds, trades need to happen in milliseconds or even microseconds. For the Company with over \$500 billion in assets under management, the app's speed and reliability had extreme ramifications. With EDB, the app ran key capabilities seamlessly, such as accommodate concurrent user activity, process data in real-time, and maintain responsiveness during periods of peak demand or market volatility. This ensured accurate trades for some of the largest institutional investors globally.

As a result of their success with EDB, the Company expanded their partnership to support database operations for research and development, demonstrating their confidence in EDB with further investment throughout the organization. The Stock Trading and Investment Application market will continue to transform through enhancements such as AI automation, community features, cybersecurity and regulatory compliance. With support from the unmatched power of EDB and Postgres, the Company is well positioned to innovate and reap the rewards of digital transformation.



EDB provides a data and AI platform that enables organizations to harness the full power of Postgres for transactional, analytical, and AI workloads across any cloud, any time. For more information, visit [www.enterprisedb.com](http://www.enterprisedb.com).