

## finEye chooses IBM DB2 9 with pureXML™ for financial analytic decision system



### *Facts*

finEye Corporation, <http://www.fineye.com/>  
Sunnyvale, CA, USA

**Industry:** Financial analytic software

**Products:** IBM DB2 9

### *Executive Summary*

finEye Corporation is using DB2 pureXML™ technology for its equity research decision support system that spans a vast amount of information from diverse equity and financial sources. DB2's sophisticated support for XML enables finEye to efficiently store, manage, and query its huge database of financial datasets to provide investment professionals with better insight, and help them make faster, more informed investment decisions.

### *Introduction*

With operations in Silicon Valley, New York City and Bangalore, India, finEye is an analytic software company that provides an integrated suite of software applications to perform deep, interpretive, fundamental financial analysis. finEye Insight, its web-based flagship product, applies sophisticated technology to synthesize and analyze vast amounts of publicly available financial information. It collects, transforms data, applies rigorous mathematical models such as Computational Intelligence techniques to rank and weight qualitative and quantitative factors, and identifies early warnings and positive insights.

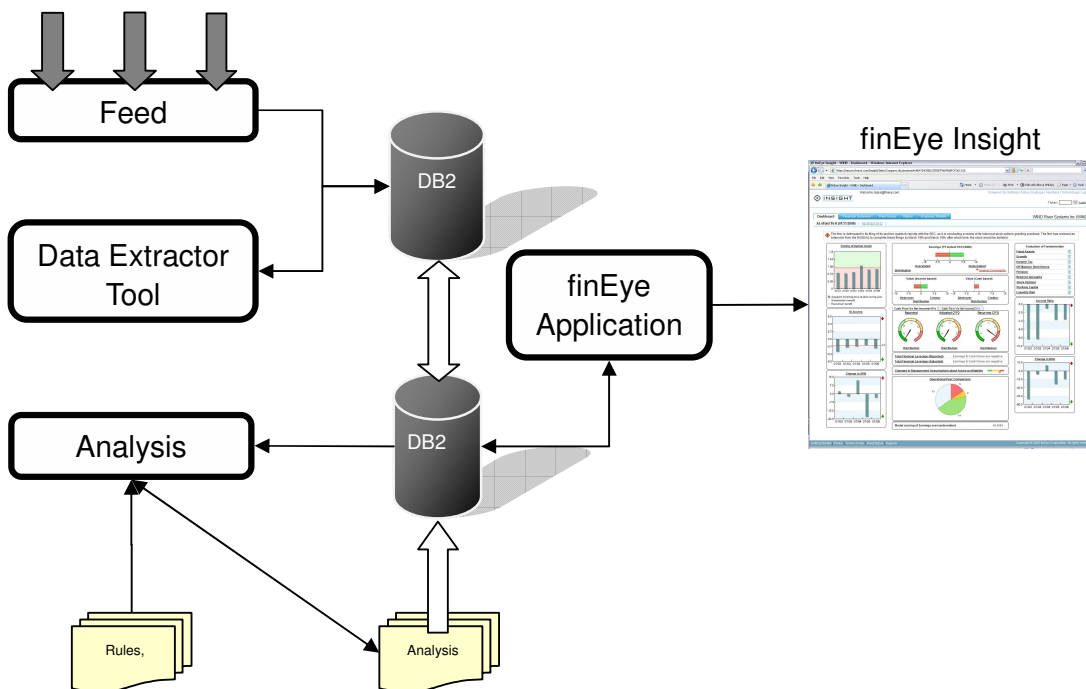
### *Challenge*

Insight collects and analyzes information from a wide range of data sources, including US Securities and Exchange Commission (SEC) filings, press releases, performance reports, earnings, profits, cash flows, assets, liabilities, and competitive positioning of publicly traded companies for the last several years. This data is typically represented in XML format which contains varying, highly nested, and complex structures from diverse sources of both manual and automated processes. Furthermore, finEye's database environment is quite large; it covers thousands of companies, and the amount of information to be stored in the database is increasing by hundreds of gigabytes per year. The ongoing changes in accounting standards, the increasing volume of information within each disclosure, and the number of companies to be covered make it even more

difficult to store, manage, and analyze this information. finEye explored the existing database management technologies to look for an inexpensive, robust and scalable database system with efficient support for both relational and XML data. They needed a system that could quickly retrieve XML data using the W3C industry standard query language (XQuery), which they believed would provide the capabilities necessary to support their in-depth equity research and financial analysis requirements.

### ***Solution***

finEye chose IBM DB2 9 pureXML to create a flexible, extensible and scalable information platform for its equity research decision support system. DB2's hybrid database technology combines the flexibility of the XML model with the performance of the relational model, as well as seamlessly supports analytic applications based on SQL and XQuery. With DB2 pureXML, XML data can be stored in its native hierarchical format simply by defining a column of type "XML" and queried directly through XQuery or SQL/XML. With heavy and complex usage of XQuery, finEye Insight is now able to perform more in-depth analysis of company's information and current equity market standings, and provide the best possible decision which was earlier difficult or impossible to do.



With its selective value indexing over XML data, DB2 pureXML enables finEye to define XML indexes on the analyzing XML data so that it can be used along with relational indexes by the new, sophisticated DB2 optimizer for optimal query performance. Consequently, Insight's analysis engine is now able to efficiently handle and analyze more information than ever before.

***“No matter what the size of the database, the performance of DB2 9 has been consistent and has not broken down even once,”*** said Tejaswi Sundarram, Program Director and Chief Architect of finEye's analytic system. ***“Thanks to IBM for providing a good product which has helped increased the performance of our complex XQueries which did not yield comparable results when executed on other XML databases”.***

### ***Benefits of DB2 pureXML***

- Greater and faster business insight and investment decision making for customers
- Robust and scalable platform
- Reduced cost and labor for implementing analytic applications
- Low price with DB2 Express-C License and Subscription option

---

© Copyright IBM Corporation 2008

IBM Corporation, Software Group, Route 100, Somers, NY 10589, U.S.A.

All Rights Reserved.

DB2, pureXML, IBM and the IBM logo are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product and service names may be trademarks or service marks of others.

The information contained in this documentation is provided for informational purposes only. While efforts were made to verify the completeness and accuracy of the information contained in this documentation, it is provided “as is” without warranty of any kind, express or implied. In addition, this information is based on IBM's current product plans and strategy, which are subject to change by IBM without notice. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, this documentation or any other documentation. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from IBM (or its suppliers or licensors), or altering the terms and conditions of the applicable license agreement governing the use of IBM software.