

# EQUINIX CUSTOMER SUCCESS STORY

## DEALOGIC

## EQUINIX PROFESSIONAL SERVICES FOR CLOUD (EPS CLOUD)

EPS Cloud helps a financial software company create a real-time investment banking scorecard by leveraging the Microsoft Azure cloud platform for better performance and scalability.

### Overview/Executive Summary

Dealogic has been servicing the investment banking industry for over 25 years and boasts a client list containing every one of the world's top 50 banks. Its in-depth reports for business publications provide valuable industry insights to executives about the current financial environment. The company needed to find a platform (or "scorecard") that would provide key financial data in real time, so it turned to EPS Cloud for a solution.

### Business Challenge

As financial industry information constantly fluctuates, it can be difficult to capture real-time, user-friendly presentation of this data. The company needed to find a platform that would display real-time investment banking revenues by product, region and bank; so it turned to EPS Cloud to help it design a solution.

To extend their brand through The Wall Street Journal's website, Dealogic decided to leverage the Microsoft Azure cloud platform to produce an analytical dashboard (a company-dubbed "investment banking scorecard"), which would display real-time investment banking data. Although Dealogic's talented in-house IT team was able to create the architectural design for deployment, they lacked the collective know-how to architect and deploy a cloud solution. EPS Cloud was brought in to provide the design guidance and an implementation strategy using best practices with Microsoft Azure.



### Customer Profile

#### History

Dealogic is an international financial software company that produces detailed financial industry reports to business publications. The reports help banks and executives optimize performance and stay competitive in the current financial climate, as well as keeping them informed about industry trends.

#### Headquarters

New York City, NY  
[www.dealogic.com](http://www.dealogic.com)

## Approach/Solution

In their evaluation of the architecture (which had been designed using SQL Azure), EPS Cloud found that it was sometimes taking as long as five second to return query results. EPS Cloud then redesigned the architecture to include Azure caching functionality. Once they were able to store the query results in the cache, they were able to greatly reduce latency, from 5 seconds to just a few milliseconds.

The solution was expanded to incorporate a worker role that performed a parallel-threaded population of the cache. This enabled 30+ long-running queries to be fired off simultaneously while the results get stored in the cache. As a result, Dealogic is now able to perform a daily cache refresh without affecting the end-user experience.

## Expected Business Benefits and Results

By leveraging the incorporated Azure caching capabilities to reduce latency issues, EPS Cloud helped Dealogic meet their goal of delivering a set of reliable, user-friendly dashboards. Dealogic now has a reusable, scalable, high-performance architecture and an understanding of caching for future analytical reporting.

## Microsoft Azure Architectural Components

**SQL Data Sync** – The data sync process runs every hour to sync data from the on-premises data center.

**Worker Role** – The worker process executes the scorecard query, which returns one-to-many result sets for each region. Essentially, this executes the stored procedure in every possible combination.

**Web Role** – Based on the availability of the data, the Data Provider Factory class is used to either call the cache or the Azure database. If the data doesn't exist, then SQL Azure will be called directly and placed in the cache.

The content delivery network (CDN) is used to cache the chart images and other front-end web objects locally to the end user, ensuring a rapid delivery of each page.

## Technology Used

- **Windows Azure platform**
  - Microsoft Azure
  - SQL Azure

### About Equinix Professional Services for Cloud

Equinix Professional Services for Cloud (EPS Cloud) helps enterprises quickly and easily design, implement and optimize IT services to meet ever-changing cloud needs. All services and recommendations are carrier, service provider and technology neutral, ensuring every solution best meets each enterprise's unique business demands.

Learn more at  
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