



Kensho Chooses NASDAQ OMX FinQloud to Build Their Professional-Grade Analytics Platform

Bringing User-Friendly Analytics to the Financial Services Industry With the Power of the Cloud

NEW YORK, Nov. 12, 2013 (GLOBE NEWSWIRE) -- [Kenshō](#), a provider of next-generation data analytics for investment managers and research analysts, announced today that they will be the first professional-grade analytics platform built completely on [NASDAQ OMX FinQloud](#), a cloud computing platform designed exclusively for the financial services sector and powered by Amazon Web Services (AWS). Kenshō is building tools to enable every financial professional — not just quantitative analyst, programmers and data scientists at the largest institutions — to ask and answer hard questions about global events and their effects on securities prices.

Kenshō allows clients to compute massive data sets in real-time and achieve split second investment analysis through sophisticated distributed computing environments and ground-breaking visualizations. FinQloud provides the cost efficiency, scalability, and capabilities that are essential for Kenshō's next-generation data analytics. Using Kenshō's intuitive tools, clients can stress-test portfolios, explore and test investment ideas, and discover persistent pricing anomalies without relying on complex statistical modeling languages or expensive quantitative finance resources. Running on FinQloud, Kenshō can instantly bring supercomputing to finance professionals in small and large firms alike so they can benefit from capabilities that were previously available to only a few banks and hedge funds.

"Consumer technology companies have put enormous power in the hands of all of us, and we at Kenshō believe it's time to bring that power to the financial workplace. Kenshō's statistical computing and financial risk analysis applications are providing the next generation terminal in the cloud," said Daniel Nadler, Co-Founder and CEO of Kenshō. "We are thrilled to explore this strategic partnership with NASDAQ OMX FinQloud and to leverage their leadership position in global markets."

"FinQloud offers a platform for innovation to create dramatically better tools, without the overhead of massive infrastructure investment," said Julia Sears, Associate Vice President of FinQloud at NASDAQ OMX. "We are pleased to host Kenshō as our relationship enables the FinQloud ecosystem to serve as a one-stop financial technology infrastructure destination where those who build systems have access to everything they need."

Kenshō's cloud computing technologies are currently used by financial professionals at dozens of other leading institutions representing bulge-bracket banks and major buy-side companies. Kenshō currently has over 3,000 users from many of the largest institutions on Wall Street using its pre-beta tools, and launched its first professional product on November 1st, 2013. Kenshō, powered by FinQloud, will continue to introduce new ways to bring Silicon Valley to Wall Street with premier West Coast engineers whose expertise will disrupt capital markets analytics technology.

About Kenshō:

Kenshō combines high-speed parallelized algorithms, distributed computing and advanced visualization to create a new class of analytics tools for capital markets. Addressing the three biggest challenges surrounding financial analysis on Wall Street today—speed, scale, and automation— Kenshō's statistical computing and financial risk analysis applications are providing the next generation analytics terminal in the cloud, and every financial professional with capabilities previously available only to a few elite hedge funds and bulge-bracket quantitative analysts.

Founded in the spring of 2013 out of MIT, Harvard, and Stanford, Kenshō's senior team members come from veteran positions at Google, Apple, Goldman Sachs, Credit Suisse, and the United States Federal Reserve.

We are a diverse and spirited group of engineers, scientists, and financial professionals who are accomplished analytical thinkers and passionate problem solvers. Together, our multi-talented team includes PhD physicists, International Math Olympiad finalists, PhD economists, ex-Googlers, the author of *Quantitative Finance for Physicists*, a member of the original Apple iPhone operating system development team, and one of the youngest ever entrants to Harvard College (age 15).

We are proud of individual accomplishments, as well as the collaborative environment we've built, and what we're capable of as a team.

About FinQloud:

NASDAQ OMX FinQloud, powered by Amazon Web Services, is a cloud computing platform designed exclusively for the

financial services sector. FinQloud offers a suite of storage and compute services, including R3 which combines AWS cloud computing expertise with enhanced security from NASDAQ OMX to provide cost-effective and efficient management, storage and processing of financial data. FinQloud helps firms significantly reduce the operational costs and complexities associated with data and infrastructure management — enabling more effective deployment of scarce resources.

A product of NASDAQ OMX's unique financial technology domain expertise and Amazon's flexible and cost-effective cloud infrastructure, R3 enables financial market participants to benefit from the economic and performance advantages of cloud computing, in a manner designed to help firms comply with regulatory requirements. Flexible, reliable and highly scalable, FinQloud is fully-managed and designed to immediately help firms reduce their technology burden, and refocus resources on revenue driving activities, even as data volumes and regulatory initiatives continually rise. To learn more visit www.nasdaqomx.com/FinQloud or contact FinQloud@nasdaqomx.com

About NASDAQ OMX:

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade - from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 26 markets, 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-40 microsecond speeds with 99.99% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,400 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit nasdaqomx.com. Follow us on Facebook (<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

Cautionary Note Regarding Forward-Looking Statements

The matters described herein contain forward-looking statements that are made under the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, statements about FinQloud and NASDAQ OMX's other products and offerings. We caution that these statements are not guarantees of future performance. Actual results may differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements involve a number of risks, uncertainties or other factors beyond NASDAQ OMX's control. These factors include, but are not limited to factors detailed in NASDAQ OMX's annual report on Form 10-K, and periodic reports filed with the U.S. Securities and Exchange Commission. We undertake no obligation to release any revisions to any forward-looking statements.

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