

# NexJ Data Bridge



Financial Services firms have many systems that need to consume data from across the company. But getting realtime and historical data from CRM into these systems is a challenge.

The Data Bridge is a module of NexJ CRM that orchestrates real-time packaging and delivery of data from CRM to external data consumers. It offers powerful data processing capabilities that support the creation of specific data views for individual data warehouses, reporting systems, and back-office compliance and archiving solutions.

The Data Bridge includes an enterprise messaging adapter that supports both IBM MQ and Apache Kafka.

## Why NexJ Data Bridge?

To extract CRM data without the Data Bridge, organizations must manually code ETL (Extract, Transform, and Load) routines to transform data from the core database tables into a format that the consuming system could understand. This is labour-intensive, as each consuming system needs its own ETL code. In addition, this ETL would typically run in batch mode overnight, meaning that the data would always have the potential to be out-of-date. Firms could implement a real-time datafeed using technology like Microsoft's Change Data Capture, but this introduces additional complexity to the process.

Data Bridge has a data model that includes the context and the business meaning of the data. The only other way to access the data is to go directly against the raw data in the database forcing you to interpret the context. For example, with Data Bridge, you can access a client's business address whereas in the database you would need to find the raw fields that make up the address. The data model makes the data cleaner, consistent and accurate. Because Data Bridge publishes high volumes of data in real-time, the data is always up to date.

## Key Benefits

### Automatic publishing of CRM data to third party consumers

- Changes are published in real-time, as they occur in CRM
- Current and past data snapshots are published on an ad-hoc and scheduled basis

### Complete and comprehensive data export model for CRM

- Any CRM customizations are automatically available for delivery

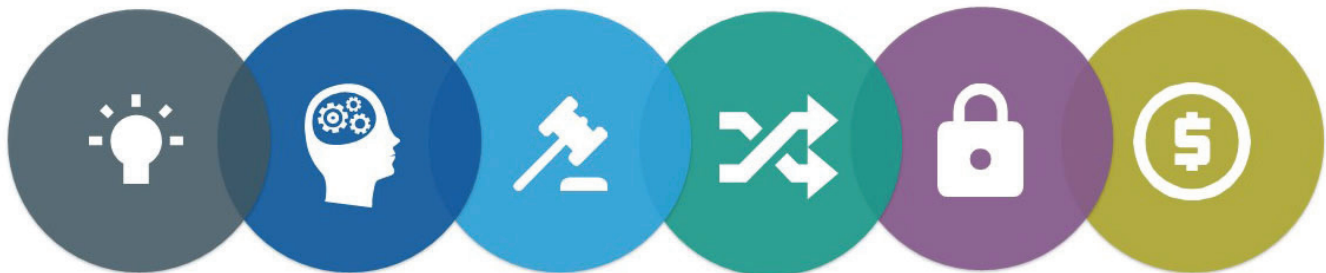
### UI-based configuration of data views

- Allowing for packages of data specific to each consumer

### Support for industry-standard technology adaptors and protocols

- Apache Kafka, Apache Avro, Amazon S3, and more

## Data Bridge enables firms to



**Improve business insights**  
with real-time delivery of customer information to analytics and reporting data stores

**Power AI and machine learning**  
with real-time delivery of customer data to big data stores

**Comply with regulatory requirements**  
by publishing all customer data changes to auditing and archiving systems

**Accelerate process automation**  
with real-time delivery of consistent customer information to the systems that need it

**Protect mission critical CRM**  
availability and performance by offloading data delivery processes

**Reduce total cost of ownership**  
with non-customized low-code product

## What Does It Do?

Data Bridge can deliver accurate data to the systems and processes that need it. Because the mapping has already been done for you, automating these processes becomes faster and cheaper. Because the data is consistent and meaningful, all processes and people are using the exact same view of the customer.

Data Bridge improves the effectiveness of your analytics, reporting, and machine learning initiatives because the data is accurate, consistent, and delivered in real-time. For example, with Data Bridge, a system that monitors data for compliance can notify an advisor immediately when a client is non-compliant with their KYC to take corrective action prior to market close. Without Data Bridge, the notification would come at the beginning of the next day meaning that the book closed the night before out of compliance.

Data Bridge can also deliver data in real-time to auditing and archiving systems ensuring that the archives are always up to date. Every change to the data is delivered ensuring the audits are complete and that your firm is always in compliance.

With traditional methods, all these initiatives would need their own hardcoded integrations and mappings. With Data Bridge, the mappings are already done ensuring that all data initiatives are delivered faster and will generate consistent results.

## What Are the Benefits?

- Resiliency, because it natively understands the CRM data schema and automatically adapts to changes with each upgrade.
- Future-proof, as new fields added to CRM by NexJ are automatically available for extraction.
- Simplicity, because there is no need to have a deep understanding of the CRM database schema.
- Real-time updates without the need to both configure a change data capture tool and worry about its impact on performance.
- Cheaper to operate because it does not require the maintenance of a complex web of ETL routines.

<b>Publish Data in real-time</b>	<b>Connect to IBM MQ , Apache Kafka, RDBMS and flat files</b>
<b>Understand customer information in a business context and not as raw data</b>	<b>Configure data streams in a simplified user interface</b>
<b>Leverage existing business rules such as data validations and transformations</b>	<b>Access a full log of all data extract processes including activity, performance and error conditions</b>

To learn more, visit [www.nexj.com](http://www.nexj.com) or email [info@nexj.com](mailto:info@nexj.com)



### NexJ Systems Inc.

10 York Mills Road, Suite 700,  
Toronto, Ontario M2P 2G4

P: 416 222 5611 F: 416 222 8623  
[info@nexj.com](mailto:info@nexj.com) [www.nexj.com](http://www.nexj.com)

## About NexJ Systems

NexJ Systems is the pioneer of Intelligent Customer Management. Our award-winning CRM is designed to help Wealth Management, Private Banking, Corporate and Commercial Banking, and Insurance firms revolutionize their business. Powered by artificial intelligence, our products help drive productivity, boost client engagement, and increase revenue. With users in over 60 countries, our customers benefit from our deep expertise across financial services verticals, strategic investment in innovation, and commitment to their success.

Copyright © 2018 NexJ Systems Inc. All rights reserved. NexJ and the NexJ logo are either trademarks or registered trademarks of NexJ Systems Inc. All trademarks are the property of their respective owners. 2018.12.01