



ROSENBLATT  
SECURITIES INC.



## Rosenblatt Securities Uses Alteryx and Tableau to Solidify Its Position as the Buy-Side Firm of Choice

### CHALLENGE

Rosenblatt Securities wanted to reduce the time and money spent performing sophisticated data analyses for clients, which often involve millions of rows of execution records and market tick data.

### SOLUTION

Using Alteryx along with Tableau visualization software, Rosenblatt can quickly perform analyses and glean data insights for key clients. Alteryx and Tableau enable Rosenblatt to leverage the vast amount of data stored in the company's proprietary infrastructure. The products work seamlessly with Rosenblatt's existing computing environment, which calculates factors on the entire US equity universe every 4.3 seconds.

### RESULTS

- **Deeper Insights:** Delivered asset and investment analysis for visualization in Tableau at lower cost and in less time and enhanced organizational scale and agility to better serve clients
- **Hours vs. Weeks:** Compressed processes from weeks to mere hours or minutes and delivered adhoc client requests in less than a minute
- **Intuitive Workflow:** Replaced scripts and coding with simple drag-and-drop visual workflow and integrated and analyzed multiple sources, sending output directly to Tableau

### Introduction

As one of the premier independent institutional brokerage and investment banking boutique firms, Rosenblatt Securities represents clients in equities and listed derivative markets. The agency-only firm is considered a leader in combining personal service and integrity with the industry's deepest understanding of market structure and trading dynamics.

"Rosenblatt Securities is known for providing unparalleled industry analysis and insight to buy-side traders, analysts, and portfolio managers," says Scott Burrill, Managing Director and Partner at Rosenblatt Securities. "With markets swimming in data and trade execution increasingly automated, the tools used to glean insights from data must be flexible, user-friendly, and fast. We push technology to its limits in my group, but if we can't get answers quickly and simply to empower our clients, it's useless."

### Situation

The firm had been using Tableau visualization software since 2006, and often pushed Tableau beyond its intended purposes. Many processes included blending different heterogeneous datasets and running multiple analytic models, which could take days or even weeks of preprocessing time and still required manual error-sampling. Recalls Burrill, "I had to ask my development team to write complicated, one-off scripts for specific clients, which simply didn't scale and was too expensive. Last August, at the end of a complex client engagement, I knew it was time to make a change."

Rosenblatt Securities was faced with a decision: the firm could spend thousands of dollars on a specialized ETL tool to interact with its structured and unstructured data sources, or it could build such a tool internally. "With a team that has the academic background and training to write our own software, we certainly can lean in that direction," says Burrill. "But we are not in the software business and Alteryx definitely changed our minds."



*“With Alteryx, we replaced complicated scripts with simple drag-and-drop analytic programs and a visual workflow, gaining rapid results, enabling us to easily trace analyses to the data source, and shortening some processes from weeks or days down to hours or even a few minutes.”*

*—Scott Burrill, Managing Director  
and Partner at Rosenblatt Securities*

## Solution

Once Burrill discovered *Alteryx Analytics*, which integrates seamlessly with the company’s existing investment in Tableau Software, as well as seamlessly connects to its internal real-time and historical data infrastructure, he was convinced it was the right decision to deploy the Alteryx solution. “Using Alteryx for data blending and advanced analytics and Tableau to visualize the data set, we can uncover trends and themes extremely quickly. We also saved time that we would have spent building the perfect solution for our needs,” asserts Burrill. “With Alteryx, we replaced complicated scripts with simple drag-and-drop analytic programs and a visual workflow, gaining rapid results, enabling us to easily trace analyses to the data source, and shortening some processes from weeks or days down to hours or even a few minutes.”

After just a few months, Rosenblatt Securities has embedded Alteryx into many of its processes, including its daily analysis of what themes are driving the investment landscape on any given day. Says Burrill, “As a core component of our processes to render insights and Tableau visualizations, I use Alteryx every day to generate the investment ideas for my own notes and any discussions I might have with clients. For example, I can pass a set of selected trading symbols that my clients or I find interesting in a certain market to Alteryx. Alteryx fetches that information from seven different tables, unpacks it, and then sends it to Tableau in the right format. I couldn’t do this on the fly in less than a minute without Alteryx and Tableau.”

Adds Joe Mako, Director of Visual Analytics at Rosenblatt Securities, “For the advanced joining and data manipulation we require, Alteryx is absolutely essential. What’s more, I can use the time I gained because I’m programming less to do what I enjoy: being creative.”

## Results

Since deploying Alteryx, Rosenblatt Securities has been able to reduce both the time and dollars required to gain insight, improving client satisfaction and enabling each individual on his team to focus on his or her core strengths. “We may need to prototype ideas or look into our models in real time and, with Alteryx, we can immediately connect to our infrastructure, retrieve the right data, and analyze it,” notes Burrill. “One process that used to take several minutes now runs in 50 seconds or less with Alteryx and Tableau.”

Burrill also says that Alteryx helps the firm in deep-dive consulting projects. “We engaged with a very large, active fund and just the pre-processing of the data took over six weeks,” notes Burrill. “Before, the data was spread across three different applications, but now, with Alteryx, we can streamline and simplify the analysis, so we can embed the data, transform it, connect the databases, run the models, and deliver the results—in hours rather than weeks.”

Continues Burrill, “The ROI I look for on software is a pretty high bar; otherwise, we’ll build it ourselves. The fact that Alteryx seamlessly connects with Tableau makes it completely worthwhile to me. With Alteryx, I can connect with multiple different databases and create a Tableau visualization within a minute. That’s powerful.”

“At the end of the day,” says Burrill, “we’re a boutique institutional brokerage firm. Our clients are very sophisticated and they’re looking for edges. We help them find that with our domain expertise and by leveraging Alteryx and Tableau.”

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