



PRISM Analytics

Next Generation Data Analytics for Capital Markets

Datazoic is a Fintech firm that provides real-time analytics for Investment Banks. Founded in 2015 in New York by a team with over 20 years wall street experience, its niche focus is in a verticalized CRM with Analytics for Sell-side firms.

PRISM Platform

PRISM is a next generation data analytics platform that provides continuous integration with internal & external sources to keep the best data. It connects seamlessly with existing systems – OMS, Corporate Access, CRM, Commissions, Expenses, Market Data, Research & Distribution, Voice/Video data and more sources.



Why Clients use PRISM:

- Customer Engagement for Equities and Investment Banking
- Deep CRM insights within Outlook Web and Mobile
- 92% user adoption



Data Integration

- Pre-integrated with TRE, Bloomberg and more
- Outlook Integration
- MiFID II Compliance

Data Analytics

- Dashboard & Tear Sheets
- Realtime engagement analytics
- Realtime trade execution analytics and TCA

Actionable Insights

- Client ROI Analysis
- Realtime trade insights
- Enhanced Opportunities and Cross Sell

Connects with most sources

Client ROI Analysis

360 degree Customer View

PRISM resides on top of existing infrastructure:

Corporate Access 	OMS, IOI & Fix 	CRM 	Commissions 	Expenses
Conferences 	Market Data 	Research Authoring & Distribution 	Voice & Video 	Custom Apps +

