

# CROSS RIVER LEVERAGES AMBERDATA TO SUPPORT PRODUCT DEVELOPMENT AND RESEARCH AT SCALE

## FAST FACTS:

**Market:** Financial Services

**Use Case:** Product Development and Research

**Data Needed:** On-chain, order book, spot, options, futures data

**Benefits:** Granular blockchain data, one API, breadth and depth of data

Amberdata delivers comprehensive data and insights into blockchain networks, crypto markets, and decentralized finance, empowering financial institutions with historical and real-time fundamental (on-chain) and market data for research, trading, risk, analytics, reporting, and compliance. We eliminate the infrastructure setup, integration challenges and maintenance headaches to access digital asset data, reducing cost and time to market for entering the digital asset class.

## CROSS RIVER:

Cross River provides technology infrastructure powering the future of financial services. Leveraging its proprietary real-time banking core, Cross River delivers innovative and scalable embedded payments, cards, lending and crypto solutions to millions of consumers and businesses.

## SITUATION:

Cross River required digital asset data to support their product development process as well as their growing research practice. With strategic product launches ahead of them, there was an immediate need. As a key component of their product development process, models are created and rigorously tested - with crypto data required to power the models. Additionally, Cross River wanted to ensure the products' price accuracy by leveraging their own pricing data as a checkpoint. On the research side, their team was scaling up their institutionally-focused offering and needed market data and on-chain data to provide unique insights as a value-add.

## KEY CHALLENGES:

Building the data infrastructure themselves was not aligned to their core business, and it was determined that they needed to partner with a trusted leader in the space in order to gather and manage data consistently and efficiently.

Cross River was looking for a comprehensive data provider for primary data needs. They sought out one comprehensive data partner where they could access a single centralized API endpoint to provide all of their market and on-chain data.

The level of granular order book data they required was not easily available. While granularity was important - so was breadth. In addition to historical and real-time OHLCV data, there was a need for options data. As their product development strategy progressed, futures data would be required as well. They were looking for datasets that were indexed, searchable and normalized to time series.

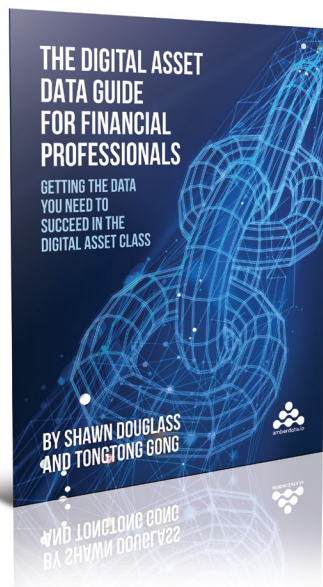
Their product development team was implementing very rigorously tested models when building products. This key differentiator could not be compromised with low quality data.

## RESULTS WITH AMBERDATA:

- Amberdata eliminated the infrastructure setup and maintenance. Cross River's quantitative strategy and research teams were able to quickly collaborate with their crypto team to bring new products and primary research to their institutional customers.
- Amberdata provided comprehensive historical and real-time on-chain and market data - all through one API, reducing the need to source and integrate data from multiple vendors.
- The data provided included granular order book data, historical and real-time OHL-CV data, as well as options and futures data. Amberdata provided datasets that were indexed, searchable and normalized to time series.
- Amberdata provided 24x7 monitoring and institutional grade infrastructure, bringing the highest quality data to Cross River's team.

“As part of our product research process, we create models and we continuously run calibrations and different simulations. We access Amberdata's historical data almost every day.”

- Sujit Khanna, Quantitative Strategy



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