



DataStax Accelerate Guide for the BFSI Sector

Financial services companies understand how important it is to know their customers inside and out. They're also focused on ensuring exemplary user experiences, doing whatever they can to reduce or even prevent fraud, maintaining top-notch security, and ensuring compliance with internal policies and external regulations.

Add it all up, and it's more important than ever for financial services organizations to stay on top of the latest developments in databases and data management.

DataStax Accelerate will be featuring a plethora of finance-focused sessions aimed specifically at the banking, financial services, and insurance (BFSI) sector. With so much great content coming up, we thought it would be helpful to provide a per-day rundown of some of the sessions we think you will not want to miss.

TUESDAY, MAY 21

This is the day for any developer or architect, BFSI or otherwise, looking to truly get the most out of Accelerate via what could be the most hands-on, true-take-home-value session of the entire conference: the [application development bootcamp](#) (**now sold out but you can join the waitlist by emailing accelerate@datastax.com with the subject line "Bootcamp"**).

Led by the people who created [DataStax Academy](#), the all-day bootcamp is a guided experience to foster the skills necessary for mastery of one of today's hottest technologies.

The material has been constructed and tested to provide massive value for your time. It doesn't matter if you're an experienced DevOps professional, or someone who just started coding, there is useful knowledge for everyone. Bootcamp will take you from first launch to building a working video sharing application. Read more about it in [this blog](#) by DataStax developers Cristina Veale and Eric Zietlow.

WEDNESDAY, MAY 22

Accelerate's Wednesday lineup is a dream come true for anyone seeking real-world knowledge and tips on building game-changing applications in hybrid cloud for the BFSI sector. First and foremost, our CEO Billy Bosworth will be making some exciting announcements at his [keynote address](#), so be sure not to miss that.

Also on this day:

- **Ken Chenis**, chief architect at **ACI Worldwide**, will be discussing [the unique challenges financial services institutions face when it comes to fraud and cybersecurity](#) and how ACI is helping banks fight back against fraud in real time using AI and machine learning.
- **Mahder Gebreyohans** and **Vijay Arthanari**, both senior software engineers at **Capital One**, will explore [how Capital One uses DataStax Enterprise to power its Rewards One platform](#).
- **Robert Czupiol**, architect at **ING Bank Slaski**, will outline [how his team migrated a 10TB Oracle Rack to a DataStax Enterprise cluster](#) and how the move helped the team triple performance.
- **Achal Kumar**, senior dev manager, and **Larry Raab**, principal engineer/architect, will explain [how Intuit uses Apache Cassandra™ to manage 400 billion requests with zero downtime for TurboTax](#), the company's widely adopted tax software.

THURSDAY, MAY 23

Thursday will feature a plethora of in-depth, eye-opening talks from distributed database experts, including:

- **Discover Financial Services**, which will be focusing on how it relies on the security, speed, and reliability of DataStax Enterprise.
- **U.S. Bank**, which will discuss how it has been using DataStax to improve the customer experience via AI and machine learning.
- **ING Netherlands**, which will talk about the importance of metrics with multi-tenant Cassandra clusters and the associated challenges with collecting, storing, and displaying those metrics.

Thursday is also the day of [Nate McCall's keynote address](#) (9 to 10:30 am). McCall, the Apache Cassandra Project Chair, will walk through the highlights of the Cassandra 4.0 release and provide updates on the Cassandra community.

There will also be a [keynote address on developing modern applications](#) from DataStax co-founder and CTO Jonathan Ellis, as well as the closing keynote from [cyber security analyst, author, and researcher Keren Elazari](#) on how companies can collaborate with hackers.

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ABOUT DATASTAX

DataStax delivers the always-on, active everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for personalized, real-time applications at scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds.

Our product also gives businesses full data visibility, portability, and control, allowing them to retain strategic ownership of their most valuable asset in a hybrid/multi cloud world. We help many of the world's leading brands across industries transform their businesses through an enterprise data layer that eliminates data silos and cloud vendor lock-in while powering modern, mission-critical applications. For more information, visit www.DataStax.com and follow us on Twitter [@DataStax](#).
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