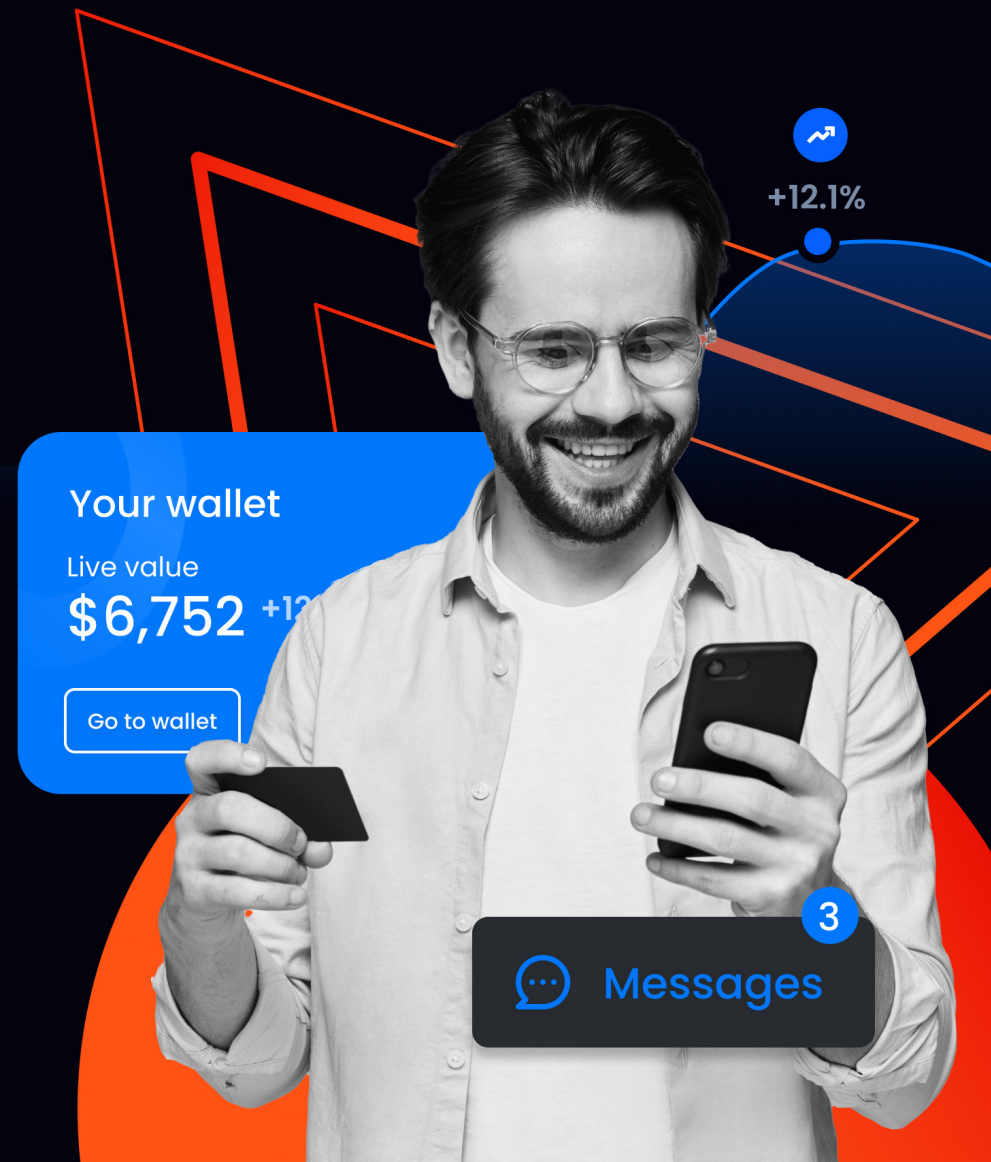




Build better, faster and safer FinTech realtime applications with Ably

Deliver live, personalised data to mobile
& web customers all over the world





Introducing Aby

Aby is the platform that powers realtime applications and user experiences for some of the most innovative fintech companies around the world. They depend on Aby's platform to offload the growing complexity of business-critical realtime data synchronization at global scale.

Companies use our APIs to build, extend, and deliver realtime online experiences across multiple use cases - for more than 300 million globally-distributed devices each month.

PROUD TO BE POWERING





How does Aby work?

Aby is an edge messaging platform providing resilient internet-facing pub/sub messaging between consumer devices and datacenters.

We handle everything required to deliver data at low latencies to millions of concurrently connected devices. There's no complex infrastructure to provision, manage, or scale. And we provide guarantees and performance SLAs across performance, data integrity, security, and reliability.

Application and data storage/processing is managed by customers using complementary technologies such as Kafka, Pulsar, NoSQL, AeroSpike, Cassandra, and more.

MANAGED BY YOU

 Applications

 Data

MANAGED BY ABLY

 Network: PoP, DDoS protection, connection stateful

 Message replication with idempotency

 State synchronization

 HA, autoscaling & fault tolerant

 Multi-protocol & multi-language support

 Third-party integrations

- ✓ **Predictable performance**
Low-latency global edge network across 205+ PoPs. Global median latencies of <65ms.
- ✓ **Guaranteed ordering & delivery**
We guarantee in-order and exactly once data delivery, even after disconnections.
- ✓ **Fault tolerant infrastructure**
Redundant at regional and global levels with 99.999% uptime SLAs.
- ✓ **High scalability & availability**
Elastic, battle-tested global infrastructure for massive, instant scale.



How Aby delivers value to customers



Revenue

Deliver new and better products faster

Improved user experience ready to go-to-market in under a month



Our real time engagement platform requires instant audience feedback at scale. Aby seamlessly absorbs sudden bursts in load during unexpected client events. The integration was easy and we were live in under a month.



Johan Bengtsson
CTO, Mentimeter



Efficiency

Increase engineering bandwidth and operational efficiencies

Cut upfront CAPEX by 60% and annual OPEX by \$300,000



Aby makes realtime just work, but it is so much more than that. Backed by outstanding support, it is now a business-critical part of our organization-wide infrastructure and a key partner in our growth.



Max Freiert
Product Group Lead, HubSpot



Risk reduction

Minimize the risk of user disruption

Minimized user disruption by providing a scalable realtime infrastructure, enabling fast feature flag deployments



We spoke to engineers at LinkedIn, Slack, and Box who'd already built realtime infrastructure themselves. They told us it would take non-trivial upfront engineering with significant operating costs. Building on Aby was the only logical choice: we bypassed a hefty DevOps debt and rapidly shipped our new feature flag streaming capabilities while keeping our architecture simple and reliable.



Patricio Echagüe
CTO & Founder, Split Software



How Aby delivers value to you



Revenue

Innovate quickly by delivering new user experiences to market faster - enabling you to defend or generate revenue.

\$983k

return on investment in first year

3x

faster go-to-market

2 months

to breakeven

11 months

engineers can instead focus on revenue generating development work



Efficiency

Reduce engineering and DevOps complexity, upfront engineering and ongoing operational costs - instead focus more resources on core products.

Zero

infrastructure to provision or manage

\$300k+

typical savings in cloud costs in just the first year

\$500k

reduced cost on build

21x

reduced cost using Aby



Risk reduction

Minimize the risk of building and operating new features while ensuring you have what you need to deliver at scale.

100%

guaranteed message delivery and onwards processing

5x9s

99.999% uptime SLA

<65ms

median global latencies ensures consistent user experience

Millions

simultaneous incoming new connections absorb per min

Figures based on building an infrastructure capable of handling 33k connections, 17.5k channels and 1.5bn messages monthly



The buy vs build equation

We understand the challenge of building your own realtime infrastructure - we took 4 years to build Abyl, so customers wouldn't have to.

Figures based on:

- State of Edge Messaging Infrastructure survey of 500 engineering decision-makers
- Abyl customer feedback
- Platform costs based on AWS pricing
- Revenue generation per [engineer Statista report](#)

Buy Abyl

2



Engineers required

Average number of engineers to integrate with Abyl

1



Development time (months)

Months on average for each engineer to work on integrating Abyl - POC to GTM

\$25k



Full cost of development

Based on average monthly salary, per engineer, of \$12500k

\$30k



Annual running cost

Using Abyl to handle 33k connections, 17.5k channels and 1.5bn messages monthly

\$983k



Revenue generation (ROI)

Annual revenue of engineers free to focus on core solution post Abyl development

Build your own

7

Average number of engineers to build realtime infrastructure

6

Months on average for each engineer to work on build - POC to GTM

\$525k

Based on average monthly salary, per engineer, of \$12500k

\$318k

Cost of maintaining 33k connections, 17.5k channels and 1.5bn messages monthly

-\$117k

Annual revenue of engineers free to focus on core solution post build



Why Ably for FinTech applications?

FinTech use case examples

- Connect traders and customers with realtime prices and market moving trade alerts.
- Reliable distribution of offers, exchange rates and alerts to millions of users around the globe - without refreshing pages.
- Send realtime data over low bandwidth mobile networks, to provide personalised data feeds for any number of individual users.
- Alert mobile users to unusual patterns of withdrawing/depositing money in their accounts as the action happens.
- Robo advisor chat and data platforms for millions of users around the globe.
- Realtime dashboards for market intelligence and complex data
- Distribute commodity trading data to API consumers over the internet
- And more...

POWERED BY THE ABLY ADVANTAGE

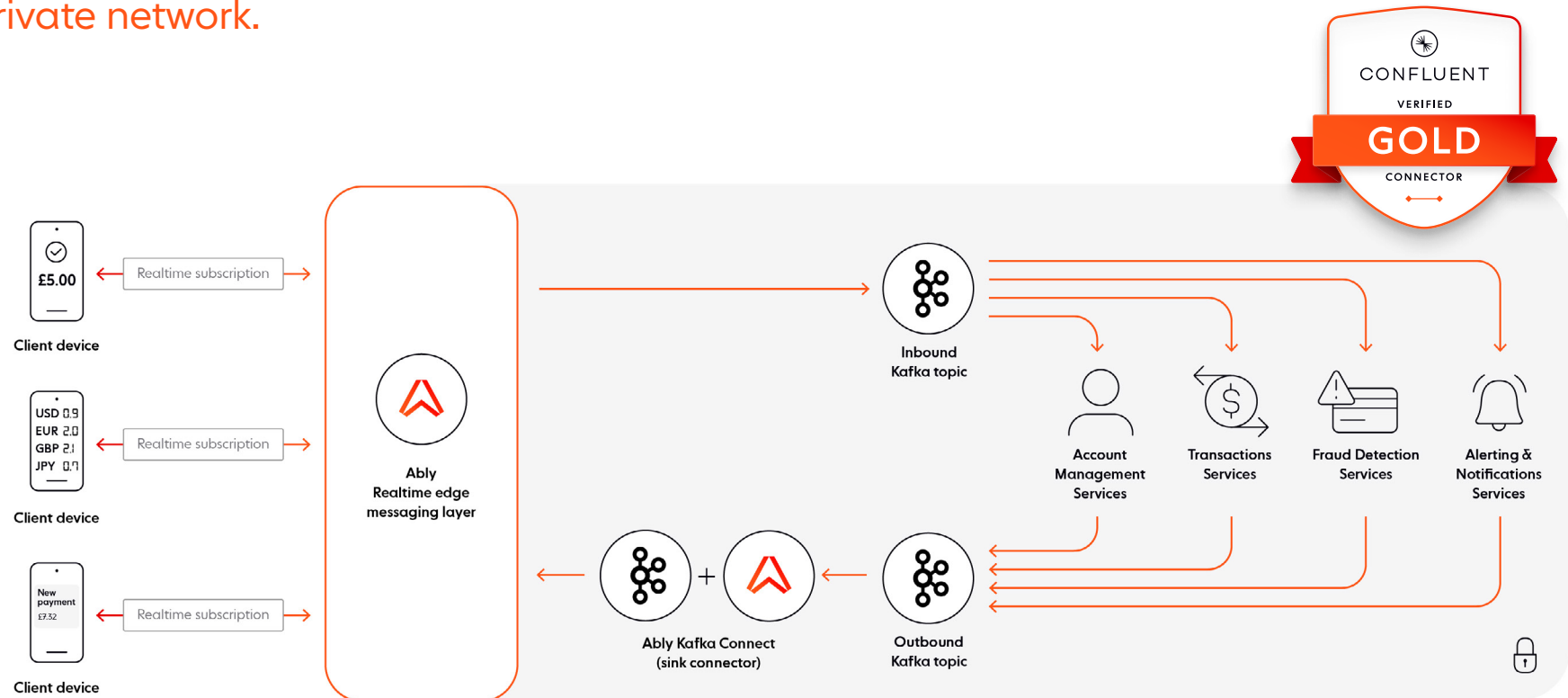
- ✓ Guaranteed message delivery and onwads processing, message ordering, and exactly-once delivery
- ✓ Elastic scalability to any number of users with 50% global capacity margin for instantaneous surge
- ✓ Global service availability: 99.999% SLA
- ✓ Highly compatible with Kafka
- ✓ Fault tolerant network of 15 datacenters and 205+ edge acceleration Points of Presence (PoPs).
- ✓ Easy to set up with universal interoperability across protocols, clouds and services and plug-and-play APIs
- ✓ Concrete latency parameters (average round trip latencies of ~65ms for 99th percentile)
- ✓ Robust security mechanisms and certifications
- ✓ Easy to set up and integrate in your existing architecture with
- ✓ High end support and knowledge



Extend your Kafka pipelines to the edge

Aby offers a simple, dependable, scalable, and secure way to distribute messages from Kafka to millions of web and mobile clients anywhere in the world. Aby expands Kafka's guarantees, messaging semantics, and characteristics beyond your private network.

- Fast and scalable event streaming with no additional infrastructure to provision or manage.
- Robust security and privacy guarantees when you expose Kafka data to clients over the public internet.
- Aby is a Confluent Technology Partner Plus and offers seamless integration with Kafka via Connectors and Rules





About Aby

Aby is an edge messaging platform for developers. There's no infrastructure to provision or manage, just an evolving suite of SDKs and APIs that give you the freedom and flexibility to power shared live experiences with a few lines of code. Our mathematically modeled system design provides a global edge network that brings users closer to your app; unique data ordering and delivery guarantees ensure a seamless end-user experience; a legitimate 99.999% uptime SLA is underpinned by fault tolerant infrastructure; and instant elasticity enables effortless scale.

Brands like HubSpot, Toyota, and Webflow trust Aby to power shared live experiences like business-critical chat, order delivery tracking, or document collaboration for millions of simultaneously connected devices around the world.

[Talk to a realtime expert](#)

Get in touch



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ably.com



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