



China Finance Online Co., Ltd
Beijing, China
www.jrj.com

Industry:

Media & Entertainment

Annual Revenue:

US\$56.24 million

Employees:

1,500

Oracle Products & Services:

Oracle TimesTen In-Memory Database

“Traditional disk-based databases cannot meet our requirements for real-time data access. We chose Oracle TimesTen In-Memory Database because it is easy to maintain and provides efficient in-memory access. This ensures we can accelerate the development of our new product and optimize new functions.”

– Zhan Kai, Product Director,
China Finance Online Co., Ltd

China Finance Online Ensures Zero Lag Time When Publishing Stock Exchange Information

Founded in 1999, China Finance Online is a leading provider of financial information in China. The company’s two Web sites, jrj.com and stockstar.com, have 11.7 million registered users, of which 107,000 are paying subscribers. It is the only Chinese finance Web site company to be listed on NASDAQ.

Challenges

- Provide subscribers with more detailed stock exchange information in real time to assist their investment decisions
- Support the launch of a new financial information product, which requires a platform that can deliver large volumes of data at high speed and support a three-second refresh rate
- Overcome formatting issues when integrating data from the Shanghai Stock Exchange and the Shenzhen Stock Exchange
- Adopt an open standards solution that can adapt and scale to fast changing needs

Solution

- Selected Oracle TimesTen In-Memory Database as the underlying database platform on which to run a new financial information product
- Enabled information from the Shanghai Stock Exchange and the Shenzhen Stock Exchange to be published with no time lag, ensuring subscribers can make informed investment decisions based on detailed, up-to-the-second information
- Gained a database that provides the ability to access, capture, and update information in real time, and which utilizes standard database features that are familiar to developers and administrators
- Enabled R&D staff to make product changes quickly and avoid the difficulties of maintaining a memory management program, as the Oracle solution features open SQL and open database connectivity interfaces