

## Case Study



### Breadcrumbs

## High Tech Crypto Security Firm Leverages Graphable and Neo4j

#### INDUSTRY

High Tech, Crypto Security

#### USE CASE

High performance graph database at the core of product.

#### GOAL

Leverage the unique power of graph database to enhance crypto security tracking use case.

#### CHALLENGE

Given the uniqueness and newness of the technology, deep graph expertise is critical.

#### SOLUTION

Collaboration to analyze, optimize and deploy scalable Neo4j solution.

#### RESULTS

High performance, deployed model with future-proofed architecture.

*Breadcrumbs sought to optimize the use of the Neo4j graph database as a critical element of their crypto transactions analytics platform.*

### The Company

Breadcrumbs is a blockchain analytics platform that offers a range of tools for investigating, monitoring, tracking and sharing relevant information on crypto transactions, helping users find their way through the blockchain by following the digital breadcrumbs.

### The Challenge

The real challenge of leveraging graph database to its fullest potential is that it represents a completely new way of storing, accessing, and maximizing the value of the data. With the emergence of graph database and specifically [Neo4j](#) as the most effective means to power use cases that involve connected data, the reality of a skills gap in the market has quickly become evident.

This reality will only intensify as [Gartner predicts](#) that the market around graph technologies including graph databases will grow to \$3.2 billion by 2025 with a compound annual growth rate of 28.1%.

As with happens so often with emerging technologies being evaluated and used as part of a solution, the Breadcrumbs' product team tested and found the power of graph to be uniquely valuable, while recognizing that scaling the solution with optimal performance could significantly benefit from deep graph / Neo4j experts.

### The Solution

Neo4j was originally identified as the optimal choice for the graph database, being the clear leader in this category as measured by [DB-Engines.com ranking](#), and the most performant, native graph database available today.

The solution that Graphable delivered was comprised of a collaborative effort between the Graphable and Breadcrumbs technical teams involving assessment, design/architecture, deployment and knowledge transfer. In working together to understand the aims, challenges and desired results, the Graphable team supplied critical expertise for a scalable architecture for the Neo4j graph database component.

## Case Study



*“Graphable really brought unique, deep expertise to the engagement, working with our team to assess, architect and deliver a scalable model, also delivering helpful knowledge transfer for the future.”*

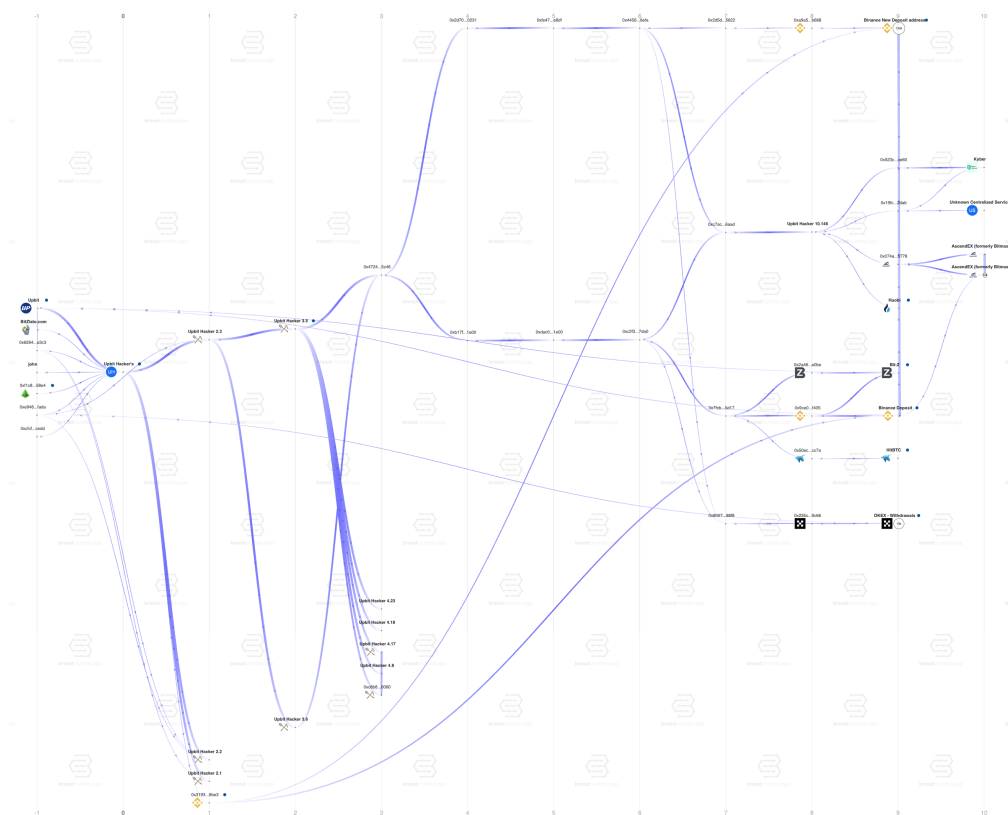
— Lorne Lantz  
CEO  
Breadcrumbs

### The Results

The engagement resulted in [Breadcrumbs](#) being able to leverage Graphable as a natural extension of their team to deliver on the critical capabilities and unique promise of graph.

Kyle McNamara, CEO, Graphable commented, *“It is always a pleasure to partner with customers like Breadcrumbs to leverage the Neo4j platform’s true potential, while driving scalable solutions, knowledge transfer and strong partnership. We could not be happier with the collaboration.”*

### Breadcrumbs Insight



Graphable delivers insightful Hume, Neo4j graph database, machine learning, and natural language processing as well as Domo analytics with measurable impact. We are known for operating ethically, communicating well, and delivering on-time. With hundreds of successful projects across most industries, we specialize in BioTech/Healthcare, HighTech/Security, FinServ and Government. Thriving in the most challenging data integration and data science contexts, Graphable drives your data science and analytics success. Find out more at [graphable.ai](https://graphable.ai)

Questions about Graphable?

Contact us across at:  
[info@graphable.ai](mailto:info@graphable.ai)  
[graphable.ai/contact-us](https://graphable.ai/contact-us)