What Is Claimed Is:

1. A computer-implemented method for building a custom model comprising:

registering at least one module;

receiving a request from a user application;

filling a request queue with request information related to the request, wherein filling the request queue with the request information includes:

building a request workflow that includes descriptions of one or more steps required for fulfilling the request; and

adding the request workflow to the request thereby modifying the request to an augmented request that is pushed into the request queue;

triggering the at least one module based on the request information;

processing at least part of the request based on data assets related to the request; and

building the custom model based on, at least in part, the processing of the at least part of the request.

2. The computer-implemented method of claim 1, wherein the request information includes at least one of: a request workflow, a list of one or more required modules, or a topic.

3. The computer-implemented method of claim 1, further comprising registering at least one second module and triggering the at least one second module based on the request information.

4. The computer-implemented method of claim 3, wherein the at least one module is at least one processing manager and the at least one second module is at least one

request handling agent.

5. The computer-implemented method of claim 1, wherein building the request workflow comprises determining, based on a type of the custom model identified by the request, a sequence of processing managers for performing the one or more steps required for fulfilling the request.

6. The computer-implemented method of claim 1, wherein the at least one module analyzes the augmented request for the request workflow, and wherein the at least one module distributes information about required processing managers in the request queue having associated one or more topics.

7. The computer-implemented method of claim 6, wherein a topic of the one or more topics of the augmented request is added or changed depending on a stage in the request workflow, and wherein the at least one module determines that the augmented request relates to at least one processing manager or a group of processing managers based on the added or changed topic being associated with the at least one processing manager or the group of processing managers.

8. A computer program product residing on a computer readable storage medium having a plurality of instructions stored thereon which, when executed across one or more processors, causes at least a portion of the one or more processors to perform operations comprising:

registering at least one module;

receiving a request from a user application;

filling a request queue with request information related to the request, wherein filling the request queue with the request information includes:

building a request workflow that includes descriptions of one or more steps required for fulfilling the request; and

adding the request workflow to the request thereby modifying the request to an augmented request that is pushed into the request queue;

triggering the at least one module based on the request information;

processing at least part of the request based on data assets related to the request; and

building a custom model based on, at least in part, the processing of the at least part of the request.

9. The computer program product of claim 8, wherein the request information includes at least one of: a request workflow, a list of one or more required modules, or a topic.

10. The computer program product of claim 8, wherein the operations further comprise registering at least one second module and triggering the at least one second module based on the request information.

11. The computer program product of claim 10, wherein the at least one module is at least one processing manager and the at least one second module is at least one request handling agent.

12. The computer program product of claim 8, wherein building the request workflow comprises determining, based on a type of the custom model identified by the request, a sequence of processing managers for performing the one or more steps required for fulfilling the request.

13. The computer program product of claim 8, wherein the at least one module analyzes the augmented request for the request workflow, and wherein the at least one module distributes information about required processing managers in the request queue having associated one or more topics.

14. The computer program product of claim 13, wherein a topic of the one or more topics of the augmented request is added or changed depending on a stage in the request workflow, and wherein the at least one module determines that the augmented request relates to at least one processing manager or a group of processing managers based on the added or changed topic being associated with the at least one processing manager or the group of processing managers.

15. A computing system including one or more processors and one or more memories configured to perform operations comprising:

registering at least one module;

receiving a request from a user application;

filling a request queue with request information related to the request, wherein filling the request queue with the request information includes:

building a request workflow that includes descriptions of one or more steps required for fulfilling the request; and

adding the request workflow to the request thereby modifying the request to an augmented request that is pushed into the request queue;

triggering the at least one module based on the request information;

processing at least part of the request based on data assets related to the request; and

building a custom model based on, at least in part, the processing of the at least part of the request.

16. The computing system of claim 15, wherein the request information includes at least one of: a request workflow, a list of one or more required modules, or a topic.

17. The computing system of claim 15, wherein the operations further comprise registering at least one second module and triggering the at least one second module based on the request information.

18. The computing system of claim 17, wherein the at least one module is at least one processing manager and the at least one second module is at least one request handling agent.

19. The computing system of claim 15, wherein building the request workflow comprises determining, based on a type of the custom model identified by the request, a sequence of processing managers for performing the one or more steps required for fulfilling the request.

20. The computing system of claim 15, wherein the at least one module analyzes the augmented request for the request workflow, and wherein the at least one module distributes information about required processing managers in the request queue having associated one or more topics.

21. The computing system of claim 20, wherein a topic of the one or more topics of the augmented request is added or changed depending on a stage in the request workflow, and wherein the at least one module determines that the augmented request relates to at least one processing manager or a group of processing managers based on the added or changed topic being associated with the at least one

processing manager or the group of processing managers.