



## Linedata Launches Innovative SaaS — Based Offering and Expands Global Reach with Savvis Markets Infrastructure

### Overview

A global solutions provider with headquarters in Paris, France, Linedata provides mission-critical financial software and services for the investment management and leasing & lending community. Since it was founded more than a decade ago, the company has always strived to be at the frontlines of innovation; it was a pioneer in bringing the Software-as-a-Service (SaaS) platform to the financial industry, among many other notable accomplishments. From pre-trade to post-settlement, the company offers comprehensive front-to-back solutions to manage all types of investment processes. Today, Linedata has more than 900 employees worldwide that serve 700 clients operating in 50 countries.

### Business Opportunity

Linedata was first formed as a result of the merger of three firms, and it continues this acquisition and integration strategy as it expands its presence globally. When the company acquired the Longview Group in 2001, the new business unit foresaw an opportunity for front-office hosting and began working toward offering their Order Management System, LongView Trading System, as part of Linedata's already established SaaS delivery model. To support this new SaaS offering, Linedata needed a world-class data center, as well as a network carrier it could trust to connect clients to the product.

In 2004, Linedata began its search for a vendor who could address its two needs: colocation and network connectivity. "Because we had never offered Linedata Longview in a SaaS model before, we were looking for a vendor that could not only assist in the design process, but could really bring that hosting expertise as well," said Rick Morris, Global Head of Technology Management at Linedata.

Together with the head of client support for Linedata at the time, Morris and the IT team identified three core vendor criteria: security (both physical and network-based), a reliable global network, and a deep understanding of the financial industry.

### Company:

Linedata

### Industry:

Finance

### Line of Business:

Software and services

### Target Market:

Investment management and asset finance & lending

### Location:

Global, with headquarters in Paris, France

### Summary:

With more than 15 years' experience serving the financial industry, Linedata is well-aware of the demanding and critical needs of the investment management and leasing & lending community. Fortunately, the company found a partner that understands these unique requirements as well. Linedata utilizes a number of Savvis Markets Infrastructure services — from colocation and network connectivity — to successfully launch new products and continue to expand its global reach.

## Solution

After evaluating numerous companies, Linedata knew that Savvis had everything it was looking for and more. “From the start, Savvis demonstrated a strong understanding of the financial services market — we knew this wasn’t your average hosting and colocation provider,” said Toby Battell, Director of Hosted Infrastructure. “Savvis has a customer support team dedicated specifically to the financial vertical. When you call the Savvis Financial help desk they immediately ‘get it’, and this was exactly the kind of partner we wanted to be working with.”

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Of course, Savvis’ global presence also worked in Linedata’s favor. Initially, the company chose to have its primary data center collocated in Savvis’ Boston data center (BO1), with a backup environment in Chicago (CH3). However, Linedata recently expanded this footprint to cover more regions of the globe. “Based on the positive experience we’ve had with Savvis over the last seven years, it only made sense to broaden our usage,” said Morris. “In an effort to better serve our international clients and improve response times, we collocated in two Savvis facilities in the UK and one in Asia as well.”

Linedata also takes advantage of Savvis Markets Infrastructure Connectivity, previously known as Financial Transactions Service (FTS). “We have a dedicated team that manages connectivity for our hosted and non-hosted customers, with services such as intrusion detection and monitoring providing us with peace of mind,” said Battell. “The Savvis network is another value-added service that we can offer to our clients — for example a number of our broker/dealer clients use the connectivity for electronic trading.”

## Benefits

From a networking perspective, Savvis gives Linedata the highly secure global connectivity it needs to support the demanding nature of its clients’ business. “When you’re working with traders on Wall Street, for example, there’s absolutely no tolerance for downtime — not to mention security vulnerabilities,” said Morris. “What we have now is a reliable partner who can secure private connections between our data centers and our clients very quickly.”

Thanks to the security, global presence, and financial market expertise that Savvis provides, Linedata gains a clear competitive advantage. This is especially apparent when Linedata gives data center tours to prospective clients, which almost always include a member of the Savvis team. “When people walk through these state-of-the-art facilities, they are immediately impressed,” said Morris. “Plus, people know Savvis. Savvis is a trusted entity, so when we bring up our partnership with the company, it helps boost our credibility.”

As a result, Linedata has seen an increase in recurring revenue, primarily due to its SaaS-based Linedata Longview product that Savvis helped deliver. On a macro level, Linedata’s relationship with Savvis has opened the door to a host of new possibilities. “Now that we can offer our products in a hosted environment, we’re able to reach a whole new subset of potential customers, in addition to offering existing customers an expanded suite of options.”

## Future

Looking ahead, Linedata is eager to continue expanding its use of Savvis colocation services. The company is also interested in leveraging Savvis’ cloud offerings. “The Savvis Symphony Virtual Private Data Center (VPDC) presents the perfect opportunity for us to expand our footprint both in existing and new locations,” said Battell. “Savvis understands the critical connectivity requirements of our business, and we look forward to our continued relationship with the company.”

**For more information  
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