



Market Connectivity Speeds Success of Global Multi-Asset E-Brokerage Firm

Business Challenge

Global brokerage firm needed a scalable hosting solution with low latency access to key markets.

Overview

Formed by the recent merger of two financial leaders, this dynamic new company has already established a presence in 25 locations in 17 countries, and currently employs more than 3,000 workers globally. The company's strength from day one lay in its leveraging of straight through processing (STP) to swiftly and accurately process orders and trades. With more than five million contracts executed per day on average, the firm is already one of the top five global players in clearing and executing trades. With very aggressive growth ambitions, the firm hopes to double its revenue within three years. To achieve this, it is building on an already-strong market position in global trade execution and clearing to encompass multiple asset classes, including equities, bonds, currencies and commodities.

Solution

In a marketplace driven by the ability to execute sub-second financial decisions, the firm needed a robust, secure, and reliable facility to house its trading infrastructure.

Although the decision to outsource hosting was an easy one — the firm wanted to focus on its core business, not expend resources on IT infrastructure management — its hosting requirements were extremely exacting. In addition to the technical complexity of its operations, there was the fact that organizationally the company was in flux due to the recent merger. The chosen hosting vendor would need to be very flexible, since key specifications were still evolving as the firm continued to solidify its overall strategic direction. The timetable for completing the project was also very aggressive — the firm required a hosting vendor with a seasoned professional services team, that could supplement its own internal IT resources, with hosting and migration specialists. Above all, the firm's search for a managed hosting provider was driven by the need to protect its customers from unplanned downtime, which in turn was critical for protecting its own reputation and bottom line.

Company:

Leading provider of global e-brokerage services

Industry:

High Tech (financial services)

Savvis Business Solution:

Colocation, Professional Services, Savvis Markets Infrastructure Connectivity

Line of Business:

Global trade execution and clearing on financial exchanges

Target Market:

Financial institutions, hedge fund and commodity traders, asset managers, professional trading groups and other industry players

Location:

North America, Europe and Asia

One of the original pre-merger companies was already a very satisfied Savvis network customer. That, coupled with Savvis' growing reputation as the hosting vendor of choice for the financial services community, made the decision to go with Savvis an easy one. At the heart of the decision were three factors: Savvis' state-of-the-art facilities; its flexible Infrastructure-as-a-Service model; and its proven experience in the financial sector.

In particular, the client felt the capabilities of the Savvis data centers were a key differentiator to other hosting vendors. The Chicago-based Savvis 'CH4' data center that today hosts the firm's IT infrastructure is one of the premier data and telecommunications facilities in the country. Because of its location near to Chicago's central business district, Savvis was able to deploy Savvis Markets Infrastructure Connectivity, which offers customers direct connectivity and ultra-low latency network access to major financial exchanges whose own infrastructure is located inside the data center — such as the CME Group and the InterContinental Exchange (ICE).

Benefits

Savvis successfully met tight implementation milestones throughout the course of the project. By choosing Savvis, the company now has a robust data center with ultra low-latency access to markets, allowing it to meet its own clients' needs for split-second trade execution without unplanned downtime. In addition, the firm gained the competitive advantage of having infrastructure connectivity to enhance its electronic trading capabilities. Speed, scalability, and cost-efficiency were all gained via this Savvis Business Solution. Because the customer is able to trust Savvis implicitly for its infrastructure and connectivity needs, it is able to focus on innovating other strategic technologies that allow it to compete in an extraordinarily volatile and demanding marketplace.

The Future

Building on the success of this domestic implementation, the customer is looking ahead to expand into international markets, and is discussing plans for growth with Savvis. Despite an industry in turmoil, Savvis' global reach, coupled with the confidence that this project engendered, has set the stage for the firm to achieve even more aggressive growth goals in the coming years.

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