



## FINANCIAL SERVICES

# Low-Latency Access To BATS Data Feeds

### **Making Markets Better Through Technology, Process, and Price Innovation.**

Financial customers require low latency connectivity to their market data providers. Receiving market data before the competition ensures they get to market faster and execute their trades efficiently. Savvis and BATS have developed a cost effective end-to-end solution to quickly deliver BATS data feeds. The Savvis and BATS alliance provides simple, cost effective connectivity with low latency.

### **BATS via Savvis**

- BATS' Pitch Data Feed is a full depth-of-book feed which contains real-time compilation of orders residing within the BATS order book. This data is transmitted via an uncompressed Pitch format or the FAST-enabled FAST PITCH format.
- BATS' FIX Order Handler uses the industry standard FIX protocol for order entry and copy.
- BATS' TOP is a new top of book market data feed. The BATS TOP protocol offers up to 66% reduction in events and 84% reduction in bandwidth compared to the BATS PITCH market data feed.

### **Savvis Connectivity to BATS**

- Savvis Exchange Express (SEE) is a direct metropolitan Ethernet access service providing superior latency and high capacity within a given metropolitan area to locally established exchanges. SEE eliminates the hardware obstacles between the exchange and the customer, delivering market data to programmed trading systems faster than traditional services can.
- Savvis' Financial Access Exchange (FAE) delivers the lowest latency of the Savvis financial connectivity options. By placing customers within the same Savvis facility, FAE directly connects customers to their market data providers. Customers within close proximity to their market data vendors measure their connectivity in feet, instead of miles, which can provide a latency advantage over traditional connectivity.
- Savvis Connectivity to BATS is delivered by our Communities of Interest Network (COIN). A global private network service, COIN is designed to deliver unicast or multicast content from a single source to a wide number of on-net recipients. COIN provides convergent access to Savvis' entire portfolio of financial exchanges.

### **BATS Service Features**

- Direct connectivity from Savvis Proximity Hosting in New York
- Low latency metropolitan Ethernet access to BATS data
- Global connectivity providing converged access to Savvis' entire portfolio of financial exchanges



### Superior Market Data Delivery

Savvis has more than a decade of experience successfully supporting real-time financial applications and market data. You can count on Savvis' high-performance global network, global data centers, and award-winning service model to deliver BATS data.

Savvis' solution for BATS connectivity is unique in that it is delivered on Savvis' global high-speed backbone. Our low-latency allows users to subscribe to BATS data with greater flexibility and yet still combine raw sources from other providers.

### Savvis — The Standard for All Exchange Feeds

The same Savvis solution you use for BATS data can be extended to receive data feeds from many of the world's top exchanges and liquidity pools. For example, you can add feeds from the New York Stock Exchange™, the NASDAQ® and many more. BATS is expanding its global network and distribution through Savvis, a global leader in IT infrastructure services for business applications.

### About BATS

BATS was founded in June 2005 in a time when market innovation and technology leadership were at risk due to over consolidation in the ECN and Exchange industry. Independent market centers were being bought up, and the number of credible places to trade was rapidly decreasing. The industry and technology professionals who make up the BATS team are focused on keeping innovation and competition alive in the securities markets. Over the last two years, several large and well respected industry leaders have invested in BATS. Because BATS employees and investors come from the industry, it is well positioned to help make the markets a better place to do business.

### About Savvis

Savvis, Inc. (NASDAQ:SVVS) is an outsourcing provider of managed computing and network infrastructure for IT applications. By outsourcing to Savvis, enterprises can focus on their core business while Savvis ensures the quality of their IT infrastructure. Leading IT organizations around the world have selected Savvis to help them improve their service levels, reduce capital expense and deal with the rising costs of bandwidth, energy, real estate, staff and expertise. As a pioneer in utility computing, Savvis understands and harnesses the latest advances in technology like virtualization, cloud computing and support process automation.

**For more information  
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