

Customer success story



IPC provides flextrade a trading ecosystem, enables customers to access flextrade applications

Quick Facts

CUSTOMER:

FlexTrade, an industry pioneer and global leader in broker-neutral algorithmic trading platforms for equities, foreign exchange and listed derivatives.

CHALLENGE:

Required a latency-sensitive, dedicated high bandwidth connectivity solution that rapidly serves the FlexTRADEREXP and FlexOMS applications to its customers.

SOLUTION:

IPC's Direct Connect

CUSTOMER BENEFITS:

- IPC's trading ecosystem for FlexTrade comprises a variety of market participants
- IPC's managed network enables FlexTrade to deliver market data to key market participants, to facilitate algorithmic trading, alpha generation and best execution
- IPC's high bandwidth, latency-sensitive electronic connectivity has built-in capacity for future expansion

“ IPC's® managed network addresses our demanding connectivity requirements. IPC's exclusive focus on the financial services industry, deep knowledge of trading routes and ability to address various sources of latency enables us to rapidly deliver market data to our customers and quickly execute trades.”

– Christopher Wade, Head of Operations, FlexTrade

CHALLENGE

FlexTrade was looking for a latency-sensitive, dedicated high bandwidth connectivity solution that created a trading ecosystem comprising market participants such as liquidity venues, buy-side firms and sell-side firms. FlexTrade required a connectivity provider that facilitates generation of alpha, participation in fragmented markets and capture of liquidity at the best available prices. FlexTrade also wanted to partner with a managed network provider that had a strategic global footprint and deep knowledge and expertise on the connectivity requirements of OMS and EMS vendors. The solution needed to be built with diverse carriers and no single point of failure.

SOLUTION

IPC's experience of providing managed network services to the capital markets with points of presence (POPs) in the world's top financial markets and FlexTrade's relationship with IPC played a vital role in FlexTrade's meticulous process of selecting IPC as its connectivity provider. IPC deployed its fully redundant, cost efficient Direct Connect solution that delivers a dedicated high bandwidth, ubiquitously available 10MB connection from FlexTrade to an equity trading and research firm allowing this firm to receive market data and execute trades. IPC also rapidly activated two latency-sensitive 1.5MB connections from FlexTrade to a large pension fund to rapidly deliver market data and enable algorithmic trading. With the flexibility and reliability resulting from relationships with over 80 carriers and a unified global network topology, IPC implemented a solution that meets FlexTrade's business and connectivity requirements.

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Results

IPC has been providing mission-critical global trading communications solutions for more than four decades and has managed a financial markets network for the last 15 years. IPC was successfully able to leverage this experience and the long-standing relationship with FlexTrade to deliver a powerful and compelling Direct Connect solution. The dedicated high bandwidth, latency-sensitive Direct Connect solution enabled FlexTrade to optimize the delivery of market data and

allow its customers to capture liquidity at the best available prices. The trading ecosystem IPC provides enables best execution and allows participants to capitalize on opportunities before competitors. The Direct Connect solution also provides FlexTrade with a flexible and scalable solution for the expansion of its operations.

FlexTrade Spotlight

Founded in 1996, FlexTrade Systems Inc. is the industry pioneer and global leader in broker-neutral algorithmic trading platforms for equities, foreign exchange and listed

derivatives. FlexTRADER, the award-winning flagship platform for algorithmic trading, is widely viewed as unique in the industry for its high performance and multi-asset capability. With offices

in North America, Europe and Asia, FlexTrade has a worldwide client base spanning more than 120 buy- and sell-side firms.

For more information, visit www.flextrade.com



IPC is a technology and service leader that powers financial markets globally. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With customers first and always, we collaborate with each to understand their individual needs to help make them secure, productive and compliant within our connected community. Through service excellence, long-developed expertise and a focus on innovation and community, we provide agile and efficient ways for our customers to accelerate their ability to adapt to the ever-changing requirements for advanced data networks, compliance and collaboration with all counterparties across the financial markets.

For more information, visit www.ipc.com