

Customer Success Story



Customer:

Anonymous

Challenge:

Modernizing colocation service

Solution:

Exchange Cloud

Benefits:

- More efficient customer onboarding.
- 'Infrastructure-as-a-managed-service' model that offers additional capabilities and choice to its customer and user base.
- Solution for customer-side hardware and software monitoring, hosting and maintenance.
- Major technology and service upgrade initiated and deployed.
- Cost savings for outsourcing compute in colocation or on premise.

Major Exchange Modernization Case Study

A major exchange sought to expand on its existing colocation capabilities to facilitate growth and support clients. In order to achieve this, IPC in partnership with Beeks was able to offer a solution to modernize this service and improve user capabilities.

CHALLENGE

Together IPC and Beeks were tasked with building upon existing colocation capabilities. The challenge included avoiding the need to hire additional staff and dedicating resources for product development, project management and (post-deployment) ongoing service support. Nonetheless, any change to existing connectivity and exchange infrastructure required alignment and enterprise-wide buy-in from the internal IT, security, market data and infrastructure teams within the Exchange.

SOLUTION

Our goal was to improve proprietary customer deployments within the Exchange data centres, allowing it to offer cloud computing capabilities to its end users.

Beeks and IPC introduced Exchange Cloud, a world-class Infrastructure-as-a-Service (IaaS) solution. This furnished the exchange's customers with a fully configured, pre-installed trading environment, granting access to on-demand cloud compute and analytics linked to the exchange's matching engines. A state-of-the-art private portal empowers users to self-manage and configure their infrastructure.

CUSTOMER SUCCESS STORY

Exchange Cloud is a managed private and hybrid IaaS solution, delivered globally through premier colocation facilities. This innovative solution encompasses complete infrastructure management of physical and virtual servers, firewalls, and storage administration alongside other services, ranging from fractional cabinet colocation to managed connectivity.

This significant collaboration between Beeks and IPC provides global financial markets participants with one of the industry's foremost managed infrastructure offerings, enabling market participants to execute a variety of electronic trading strategies across multiple asset classes, anywhere in the world.

The solution enabled the exchange to capitalize on the functionality of cloud computing. Allowing customers analytics capabilities within Exchange Cloud, providing real-time operational oversight and detailed analysis of performances via latency monitoring and trading analytics services.



RESULTS

CLIENT BENEFITS:

- State of the art cloud environment streamlining customer onboarding
- Bespoke solution empowering the exchange to generate additional revenue through an 'Infrastructure-as-a-managed-service' model, expanding capabilities for customers.
- Through the joint Beeks and IPC solution, the exchange now has access to customer-side hardware management, software monitoring, hosting, and maintenance.
- Significantly upgraded technology and services without dedicated resource allocation
- Cost-effective outsourcing of compute through colocation or on-premise options.

IPC SYSTEMS

IPC is a technology and service leader powering global financial markets. We help clients anticipate change and solve problems, setting the standard with industry expertise, exceptional service and comprehensive technology. With a customer-first mentality, IPC brings together one of the largest and most diverse global financial ecosystems spanning all asset classes and market participants.

As the enabler of this ecosystem, IPC empowers the community to interact, transact and react to market changes and challenges, and we collaborate with our customers to help make them secure, productive, compliant and connected.

BEEKS

Build. Connect. Analyse. UK-based Beeks Financial Cloud is a leading cloud computing, connectivity and analytics provider of Infrastructure as a Service ("IaaS") for financial enterprises. With a network of eighteen international datacentres and low-latency connectivity between sites, we support global customers at scale in the leading financial centres. We aim to reduce barriers to entry and time to market for retail and institutional traders, delivering secure infrastructure and connectivity at ultra-low latencies for our clients across flexible and minimum-risk solutions.

IPC BENEFITS:

- **Minimize costs and operational barriers to entry**— hardware sits in exchange cabinets; no direct client ownership or hosting/maintenance obligations or costs.
- **Reduce time-to-market** – enable same-time deployment to trade on the Exchange.
- **Improve flexibility and scalability** – end users can flex service to quickly add hardware/VPS devices on demand, with no long lead times or stringent vendor commitments; and Decrease CapEx spend allowing an OpEx pricing model transition.
- **Built-in analytics** – utilize the analytics capabilities within Exchange Cloud to receive real-time, uncompromised operational oversight and detailed analysis.
- **Single contract** – covering all managed services charges for hardware, hosting, monitoring, market data, etc.

OUR PARTNERSHIP WITH BEEKS

The partnering of IPC and Beeks provides the financial markets with one of the industry's foremost managed infrastructure offerings. By strengthening and expanding the strategic partnership, IPC continues to leverage a successful, proven model, with Beeks now becoming the foundational managed hosting infrastructure service provider for IPC's Connexus Infrastructure Services, Powered by Beeks.

This enhanced joint offering brings into the market an array of complex Beeks solutions, which includes infrastructure management across physical and virtual servers, firewalls and storage, combining with IPC's award-winning Connexus Cloud product portfolio and IPC's diverse worldwide ecosystem. Together, IPC and Beeks are delivering end-to-end market solutions that syndicate market data and trade lifecycle services together with a powerful, purpose-built trading infrastructure in key global market center data centers.

