

# Customer Success Story



## Customer:

Celoxica

## Challenge:

To leverage IPC's global trading network connectivity to deliver more effective customer access to multiple market data providers in Taiwan.

## Benefits:

- Multi-lateral cost reduction
- Lower operational complexity
- Real-time customization
- Optimized performance
- Application ready feeds
- Flexible infrastructure deployment
- Benefit from a fully managed service & industry leading SLA
- Provides access to data from futures markets through a single managed API
- Low latency access to firms requiring proximity to all key financial market locations, globally

## IPC Enhances Taiwan Market Access For Celoxica Clients

**IPC and Celoxica collaboration delivers more efficient and effective connectivity with multiple Taiwanese trading venues for enhanced e-trading and data management efficiency.**

### CHALLENGE:

Following on from its successful e-trading collaboration, Celoxica sought to leverage IPC's global trading network connectivity to deliver more effective customer access to multiple market data providers in Taiwan.

The initial Celoxica requirement was for a top tier US global investment bank, and had a very short (three month) development and implementation timeframe. IPC's unrivalled financial markets ecosystem and global footprint meant it was uniquely positioned to meet this challenge.

This included handling the complexities of managing the required infrastructure and connectivity within Taiwanese markets, and with respect to committing to the short delivery deadline.

### SOLUTION

To meet Celoxica's requirements within a tight three-month timeframe - and deliver it to the first of its customers seeking more efficient direct access to Taiwan's financial markets - IPC assembled a dedicated "SWAT team." This team, made up of technology, operations, sales and presales regional specialists, quickly designed a low latency, colocated market connectivity and data transportation solution to enable Celoxica's client to access and receive data effectively from multiple Taiwanese execution venues.

Crucially, IPC's established presence in Taiwan and connectivity to its financial markets infrastructure meant that Celoxica's client did not have to go through a lengthy and costly research and procurement process to access data center space in this location. This was a critical factor in meeting the client's rigorous three-month delivery deadline.

Integrated control panel for table managers that analyzes the productivity of the traders in real time and allows them to make strategic decisions for the best use of resources and ensure achieving goals. It includes custom and exportable dashboards. And it has webAPI for external connections with BI or Excel platforms.



# CUSTOMER SUCCESS STORY

## RESULTS - OUTCOMES

The partnership between IPC and Celoxica delivers enhanced customer solutions and services to Celoxica's customers and reinforces IPC's market-leading position in market data connectivity and distribution infrastructure. Celoxica's major global investment bank customer is already seeing significant benefits from this collaboration with respect to more efficient access to Taiwanese financial markets.

The winning combination of Celoxica's risk services and IPC's global market connectivity facilitates much more efficient access to Taiwanese market data. This latest collaboration with Celoxica enhances Taiwanese order flow and market data distribution efficiency for financial markets participants and furthermore, establishes a scalable and replicable model.

This model can benefit other financial firms and service providers looking for fast and seamless access to financial markets, which can often be challenging and costly to access directly. In short, it is a winning formula that is already attracting interest from other market participants seeking to benefit from similar efficiencies. Factors in reaching the set objective and overcoming the difficulties that normally arise.



## IPC & CELOXICA

Celoxica provides accelerated market data and trading solutions for high frequency trading firms, proprietary trading firms and buy and sell side low latency applications. Using Optimized Software and FPGA Hardware Acceleration, Celoxica's technology is primed for Inbound Market Data Processing, Outbound Execution Efficiency and Order Flow. Products include broker offerings Direct Market Access (DMA) and Algorithmic Execution services, as well as FPGA Accelerated Order Management Gateway and Inline Risk Management solutions.

For Celoxica, IPC already provides fully managed hosting of its C++ API FPGA Ticker Plant and Normalised Market Data Feeds, enabling it to provide its users with fast, stable and secure market data connectivity within and between local markets.

By bringing together IPC's Ultra-Low Latency Network, Co-Location presence and footprint and Extranet Community with Celoxica's accelerated market data and e-trading solutions, financial market participants can benefit from a highly efficient solution that is greater than the sum of its respective parts. IPC is committed to continual improvement and expansion of its capital markets offering, including the delivery of Market Data as a Service (MDaaS) solutions through its extensive global network of Proximity and Colocation environments.

## ABOUT IPC

A specialist technology and service leader powering global financial markets for over 50 years, IPC Systems is at the forefront of electronic trading connectivity and state-of-the-art cloud communications, setting the standard for exceptional service, innovation, and expertise.

IPC's customer-first approach is bolstered by an extensive and diverse financial ecosystem that spans all asset classes and connects market participants anywhere in the world for enhanced communication, collaboration, and compliance.

Global services include electronic trading, trading communications, and infrastructure-as-a-service solutions.

IPC is ideally positioned to anticipate change and remain aligned with rapidly transforming markets, and to empower customers to adapt to change, now and in the future.

**To learn more, visit [www.ipc.com](http://www.ipc.com), explore our Insights page and follow us on LinkedIn.**

