Driving New Standards

CASE STUDY | LARGE GLOBAL FINANCIAL EXCHANGE

Building and Deploying a Competitive Edge

The financial industry has an unceasing appetite for performance. But, network latency advantages are just the beginning when it comes to building a competitive edge.

Financials must now integrate their entire network strategy to address every aspect from route latency to diverse coverage, backup and bandwidth availability to meet the exploding requirements of high-performance computing.

This case study asks: how did one of the largest financial exchanges in the world turn the need for new infrastructure into an opportunity to exceed all prior performance metrics?

THE CHALLENGE

"The race for low latency is now part of a much larger picture of network and technology requirements."

- IT Director for a large global financial exchange

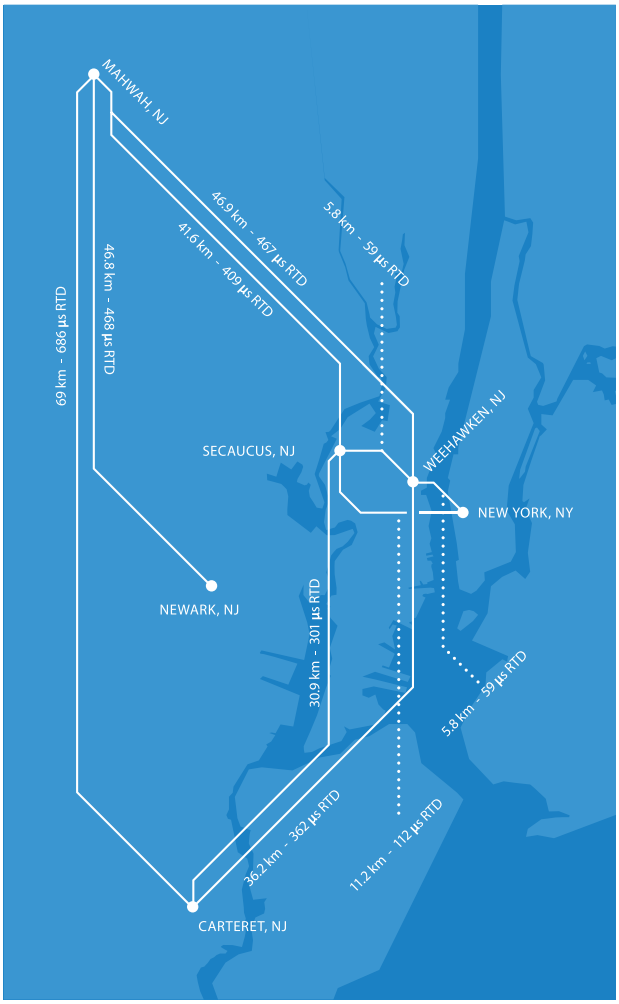
This leading global financial exchange needed to build a new data center to house the trading engines for diverse connectivity for their members. It was critical to establish low-latency connectivity from the new data center back to the major colocation sites in the Metro NY/NJ area that housed all the other financial exchanges. Connectivity options from 10mb through 100 Gig, including passive waves and dark fiber, were also required.

THE SOLUTION

The exchange was committed to evaluating the network from holistic perspective. The team focused on leveraging lowest latency routes within a larger configuration that would address everything from increased bandwidth to backup diversity.

Partnering with premier data transport solutions provider, Hudson Fiber Network (HFN), the exchange discovered how to build and deploy much shorter, and more effective, connectivity options. HFN engineered a customized fiber optic network from the new data center back to the five main colocation sites that housed the other financial trading engines. They were able to design multiple entrance options into the data center, as well as multiple river crossings between NY and NJ to utilize for disaster recovery and connectivity options.

They built two main distribution points within the building for added redundancy and backup. They also connected to the data center as an HFN hub point, opening up access to data, IP and potentially wireless RF services as needed in the future. The solution not only gave the exchange access to the lowest latency paths in the industry, it utilized existing infrastructure to reduce network costs and introduced previously unavailable bandwidth options and connectivity services.



METRO NY/NJ AREA
ULTRA LOW-LATENCY MAP

BENEFITS

- Completely redundant network
- Lower overall network costs for clients and member firms
- Increased bandwidth availability
- Lowest latency connectivity options to all other major financial exchanges globally.

THE CONCLUSION

Financials are entering the next phase in high-performance networks. Many are discovering the need to match lowest latency routes with a purpose-built approach to the network in order to achieve the full span of cost and performance benefits.