IPC

CUSTOMER SUCCESS STORY

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 FlexTRADER[EXP] 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 Provides FlexTrade a Trading Ecosystem, Enables Customers to Access FlexTrade Applications

"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.

FLEXTRADE Trade your best.

Direct CONNECT

CUSTOMER SUCCESS STORY

RESULTS

IPC has been providing mission-critical global trading communications solutions for nearly 4 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 provided FlexTrade with a flexible and scalable solution for the expansion of its operations.

ABOUT IPC

IPC Systems offers high and low touch trading communications solutions to the global financial trading community including the top investment banks, hedge funds and investment managers in established and emerging markets. With 100% focus on this sector and nearly 40 years of expertise and an unrivaled record of innovation, IPC provides customers with unified solutions that support collaborative voice trading and real-time electronic trading and market data connectivity.

IPC's market-leading offerings include the first unified communications/application platform, award-winning hard and soft turrets, electronic connectivity services including enhanced voice services, business continuity solutions, and follow-the-sun service and support. IPC's global reach extends to more than 58 countries – including a Financial Extranet of 4,000 on-net locations in over 700 cities and more than 115,000 turrets deployed worldwide. Headquartered in Jersey City, New Jersey, IPC has approximately 1,000 employees located throughout the Americas and the EMEA and Asia-Pacific regions. For more information, visit *www.ipc.com*.

SPOTLIGHT:

FLEXTRADE
Trade your best.

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

INNOVATION IN
TRADING COMMUNICATION

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