

## Case Study



# *Dynamic disruption through applied innovation*

## Intelligent Financial Systems (IFS) Case Study

### IFS deploy **liquidity-in-a-pipe** solution from **Exponential-e**

"We needed ultra-fast, direct market data connectivity to the new exchanges. We are delighted with the service that Exponential-e has provided us to achieve this"



## Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



**IFS** provides historical data and web-based streaming applications to the financial markets. The company manipulates data and presents it in a "value add format" for use by investment banks, financial exchanges and other financial information providers. IFS have recently produced a range of financial analytic and trading products focussing on the opportunities presented by the arrival of new MTF trading destinations. The products include post-trade TCA analysis, consolidated real time liquidity views and pre-trade liquidity analysis.

*Since the autumn of last year, IFS has been providing a range of post-trade T+1 services allowing firms to analyse execution quality and transaction costs for equity trades they executed across all major European venues. In particular, our services have allowed firms to analyse directly, in cash terms, the amount of money they might save by utilising liquidity and better prices from the new MTF venues versus simply trading the existing primary markets".*

**Sabine Toulson. Managing Director. IFS**

- **Multiple sources-of-liquidity in one pipe.** Power-X provides IFS access to pre-loaded data and applications from London's new multi-lateral trading facilities down a single connection.
- **Low-latency connectivity.** IFS have 100mbps of low-latency Ethernet connectivity from Turquoise, NASDAQ OMX and BATS Trading.
- **Highly-secure.** Each service is presented on physically different ports for security.
- **Flexibility.** Each data feed is separated within secure VLANs with service-specific bandwidth management and Quality of Service.

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- **The best performance.** Uncontended, ultra-low latency, high-availability circuits backed up with strict end-to-end service level guarantees.
- **Fastest Internet Service.** The low-latency solution also includes Exponential-e's enterprise-grade Internet service. A propriety routing and traffic distribution algorithm which ensures traffic takes the fastest route across any one of a range of tier 1 Internet providers, making it the fastest Internet service available in the UK.

"The logical extension of our services was for us to include real time analysis to complement the T+1. To achieve this and provide a meaningful real time analysis of market liquidity across all trading venues we saw that we needed ultra fast direct market data connectivity to the new exchanges. We are delighted with the service that Exponential-e has provided us to achieve this" **Sabine Toulson, Managing Director, IFS**

Russell Dewis, Head of Finance Business Development, Exponential-e commented: "Our converged financial feed removes the need for complex and costly networks which have generally prevailed. Power-X is a low-latency solution and is attractive to companies needing access to the full range of alternative execution venues and their services".

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