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

Exponential-e, the Next-Generation Network provider of low-latency services to the financial industry is deploying its “liquidity in a pipe” solution for Intelligent Financial Systems Ltd. The converged financial data feed solution is a cost-effective and simple solution for connecting to multiple execution venues simultaneously and overcomes the significant shortcomings of the traditional networks which prevail.

Intelligent Financial Systems (IFS) provide 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.

Intelligent Financial Systems provide real-time and historical market data solutions for European equity and derivative markets. In particular, 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.

Exponential-e’s “liquidity in a pipe” solution, dubbed “Power-X”, provides feeds from London’s new multi-lateral trading facilities down a single low-latency connection. IFS have taken 100mbps of low-latency secure connectivity pre-loaded with financial market data from Turquoise; NASDAQ OMX and BATS Trading. Highly secure VLANs present the data on physically separate ports. The low-latency solution also includes Exponential-e’s enterprise-grade Internet service. A proprietary routing and traffic distribution algorithm 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.

Russell Dewis, Head of Finance Business Development, Exponential-e said: “Our converged financial feed removes the need for complex and costly networks



which have generally prevailed. Power X is a low-latency solution and will be attractive to companies needing access to the full range of alternative execution venues and their services”.

Sabine Toulson, Managing Director of IFS said “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. The logical extension of these 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 have provided us to achieve this.

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### **About Exponential-e’s Financial Markets Community**

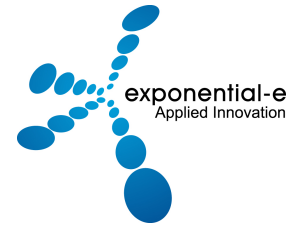
Exponential-e’s finance unit is dedicated to serving the needs of the finance industry. Designed for latency-sensitive trading applications, Exponential-e’s next-generation network supports the finance industry’s move to algorithmic trading, direct market access and best-execution policies. Low-latency connectivity, financial data feeds and associated applications and services are available to the finance community. The company’s Financial Markets Service Creation Platform (FM-SCP) is a networked community of buy-side and sell-side financial organisations. Hosted as a single community from Exponential-e’s high-speed, secure and scalable Ethernet network, members get all the advantages of peer-to-peer connectivity and a simple, secure and private environment from which to connect with each other and share financial data and applications.

Exponential-e Finance is the equity markets and financial services arm of Exponential-e Ltd the UK’s most established provider of MPLS-based VPLS services and next-generation Ethernet applications to enterprise.

Exponential-e currently has more than 150 financial institutions within its FM-SCP connecting, trading and sharing rich content.

### **About Intelligent Financial Systems**

IFS is a software company providing a range of real time and historical market data analysis services. Since the implementation of MiFID last year, IFS have developed a suite of services focussed on analysing execution quality, transaction costs analysis and pre-



trade cost prediction for Europe's increasingly fragmented equity markets. These services operate using a proprietary multi-Terabyte database of full depth order book data covering all European equity markets. Public services we operate using this technology include NYXTradeCheck and Proquote Best Execution [www.nyxtradecheck.com](http://www.nyxtradecheck.com), <http://bestexecution.proquote.if5.com/>.

IFS also provide bespoke and independent analysis for trading firms wanting to understand and quantify the benefits of trading new MTF venues. This is done by analysing a firm's order flow and then calculating the exact trading benefits that would be realised if orders had been smart routed to the 'best' execution venue available at the time of order submission.

For more information visit [www.finance.exponential-e.com](http://www.finance.exponential-e.com)

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