

Financial Services

CASE STUDY

A MILLISECOND MAKES
A BIG DIFFERENCE



Especially in financial services, a millisecond makes a big difference.

When you measure competitive differentiation in milliseconds, connectivity is a key component for any financial services company's data center strategy. In planning the move of its primary data center, a large international futures and commodities trading company needed to find a provider that could deliver the high capacity connectivity it required.

During the transition, the company wanted to be able to take advantage of millisecond trade processing declines, and to pass these benefits on to its own clients.

THE CLIENT

Based in the southeastern United States, this financial services client specializes in regulated futures exchanges and over-the-counter markets, including currency contracts, energy, equity indices, and agriculture. The organization leverages a trading model based on the use of advanced and intricate algorithms in order to complete billions of trades each year.

THE CHALLENGE

This client sought a solution that would allow it to migrate its primary data center content to Chicago, a leading hub of activity in the futures and commodities trading marketplace. During the transition, the company wanted to be able to take advantage of millisecond trade processing declines, and to pass these benefits on to its own clients.

In order to address these needs, the data center partner had to be able to provide adequate space for the client's initial expansion, as well as the necessary power resources to support its high-density server structure. The data center partner

also needed to provide a range of vendor-neutral connectivity options which would provide the foundation for the company's various client demands.

THE SOLUTION

The client selected Digital Realty's facility at 350 E. Cermak in downtown Chicago for its new data center. It initially took 4,000 sq ft of space and 300 kW of IT load, which was quickly expanded to 10,000 sq ft with 1,500 kW of IT load. Although Digital Realty's ability to meet the space and power requirements were key to the client's final decision, an even more important consideration was the facility's 30-plus fiber providers that met the client's connectivity requirements, providing it with the competitive edge it sought.

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SUMMARY

Today's financial services organizations measure their success in milliseconds. These clients understand that a data center is not just a technical investment, but view it as a strategic platform for success. Key to this success is working with a trusted partner that supports your ongoing space, power, and connectivity requirements to give your business the strategic advantage it needs to compete in today's millisecond environment.

IN PLANNING THE MOVE OF ITS PRIMARY DATA CENTER, A LARGE INTERNATIONAL FUTURES AND COMMODITIES TRADING COMPANY NEEDED TO FIND A PROVIDER THAT COULD DELIVER THE HIGH CAPACITY CONNECTIVITY IT REQUIRED.

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