The global financial markets are seeing unprecedented change—transformed by competition, technological innovation and new transparency regulations. As a result, financial firms are under acute pressure to fulfil compliance requirements, reduce their operational risk and achieve greater cost efficiencies. In response to these requirements, technology and services provider Orc set out to deliver its range of derivatives trading software in a more scalable, flexible and cost-effective way.

Orc’s software solutions were originally developed for companies to deploy in-house. As the market landscape evolved, Orc realised that a hosted offering would align better with clients’ needs — but only if the hosting solution could deliver the transaction speed and reliable, low-latency connectivity the financial industry expects.

Connectivity and client proximity are key
Orc focused on three critical requirements in its search for the right hosting solution. The first was to locate its hosted services in a data centre in a central location to ensure reliable, low-latency connectivity. Secondly, the data centre also needed to offer scalable power and space. Finally, Orc was looking for a data centre that already housed a thriving community of market participants relying on electronic trading services.

Orc chose Interxion’s City of London data centre to host its solutions. Not only does this data centre offer the low-latency connectivity and scalable power and space Orc was looking for, it also puts Orc in close proximity to an extensive community of over 150 trading firms — Orc’s key client base — and is conveniently located equidistant to the main liquidity venues in and around London.

The right trading infrastructure in the right data centre
Orc also wanted to work with an experienced managed services provider who could deliver the trading infrastructure services and market connections that would help meet industry demands for speed and performance.

Interactive Data 7ticks
Interactive Data 7ticks is a leading global provider of managed ultra-low latency IT services to facilitate electronic trading. The company provides support and services to its clients that enable traders around the world to achieve faster execution times, reduce complexity and a lower total cost of ownership.

Interactive Data’s PlusFeedSM delivers low-latency data on over six million securities from more than 450 sources around the world, including multi-asset class instrument coverage and extensive Level 2 data. The feed is used by financial institutions globally to power algorithmic and electronic trading applications.

About Orc
Orc provides powerful solutions for the global financial industry. Its trading and market access solutions are used by proprietary trading and market-making firms, investment banks, hedge funds and brokerage houses worldwide. Orc’s hosted service offering, housed in Interxion’s London data centre, is based on a fully-supported trading infrastructure built for robustness, speed, and reliability.

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It selected Interactive Data 7ticks, already located within the Interxion London data centre, to deliver these capabilities. In addition to providing market participants access to its network of market data feed services, including PlusFeed, from the Interxion data centre, Interactive Data 7ticks is a leading provider of managed ultra-low latency IT services that facilitate electronic trading.

“We are pleased to have contributed to the successful introduction of the Orc hosted service,” states Joe Bigane, Managing Director of Interactive Data 7ticks. “Our services are designed to meet the rapidly evolving needs of the electronic trading community. The sizeable trading community hosted in Interxion’s data centres makes them a valued data centre partner for us.”

An interconnected community

The combination of Interactive Data 7ticks’ managed infrastructure capabilities and Interxion’s data centre excellence and proximity to the markets lets hosted service providers like Orc deliver end-to-end solutions to their clients. Both Orc and its clients are free to focus on their core business and make more effective use of their internal resources, confident that their applications are securely and reliably hosted and managed.

“Not only are we benefitting from the services of Interactive Data 7ticks, we can also offer our hosted solutions to the trading firms located within the Interxion data centre, which represents a huge potential business opportunity for us,” explains Fredrik Skogby, Vice President of Global Services at Orc.

Financial firms located at Interxion benefit from a professional data centre environment to host their trading platforms with cost-effective, low-latency connectivity to London’s key liquidity venues, as well as direct access to industry-leading managed service providers like Interactive Data 7ticks, and software solutions like Orc’s. This clearly demonstrates the advantages of a ‘community data centre’ to the electronic trading industry as a whole.