



# EQUINIX CUSTOMER CASE STUDY

## FIX FLYER

### ***FIX Flyer***<sup>™</sup>

FIX Flyer leverages Platform Equinix to create high performance, large-volume Managed FIX trading application for a major investment bank.

“Equinix is FIX Flyer’s hosting provider of choice because of its flexibility, hassle-free support, and global reach. It is very easy to configure a complete, scalable and robust Managed FIX service on Equinix.”

Randy Prager, CTO, FIX Flyer

### Results

Delivered high performance and scalability across global footprint

Provided reliability required for high-volume financial transactions

Allowed bank to eliminate double data entry and obtain real-time, holistic view of risk

Enabled FIX Flyer to deliver application in 90 days

### The Environment

FIX Flyer, a New York-based software company, specializes in creating advanced infrastructure for electronic trading applications. FIX Flyer’s software applications cover a wide variety of business interests, including enterprise FIX technology, trading networks, monitoring, testing, enterprise search, and Managed FIX services. In 2009, FIX Flyer needed a data center hosting provider it could rely on to help build its next generation of applications and network services.

### The Solution

Working with Equinix, FIX Flyer built Managed FIX, one of the company’s primary solutions for institutional and proprietary trading desks. This software-as-a-service (SaaS) solution helps businesses create sophisticated, high performance trading applications, and handles all the FIX connectivity, security, and scale required for trading desks with very large volumes.

### Why Equinix

FIX Flyer chose Platform Equinix because Equinix offered affordability combined with high performance, scalability, and connectivity to many brokers, exchanges and vendor systems. Most important, the company was looking for a global hosting service provider it could rely on during future growth. “We needed a solid hosting provider to invest in for many years,” said Randy Prager, CTO of FIX Flyer.



**EQUINIX**

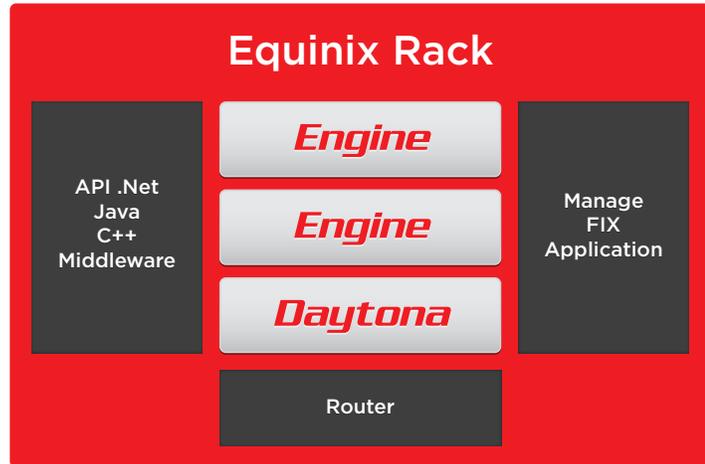
WHERE OPPORTUNITY CONNECTS

[Equinix.com](http://Equinix.com)



## Scalability and Connectivity

Equinix allowed FIX Flyer to start with one rack and grow according to its business needs. Equinix provisions and sets up connectivity to the largest global financial ecosystem, including more than 400 asset managers and brokerages and more than 180 market data and service providers.



The Managed FIX infrastructure at Equinix

## A Managed FIX Application in Less Than 90 Days

Thanks to Platform Equinix:

- FIX Flyer delivered a Manage FIX service to a major investment bank in less than 90 days.
- FIX Flyer currently needs only three employees to manage all of its Managed FIX services including the bank.
- The bank can easily extend into new geographies, delivering all the performance, reliability and stability its clients need.
- The Managed FIX service currently supports mission-critical equity and derivatives trading information, with the ability to scale as needed.

In 2010, a major investment bank asked FIX Flyer to use Managed FIX to develop a service to eliminate the time-consuming manual entry of data from their trading systems into a separate risk management system. Using Managed FIX, the bank now takes real-time trade execution information via the FIX protocol and sends it to an application API integrated into the bank's risk management platform. In addition to eliminating manual entry, traders today can use the best platform for trading specific types of securities but still obtain a holistic and global picture of risk, profit and loss in real time.

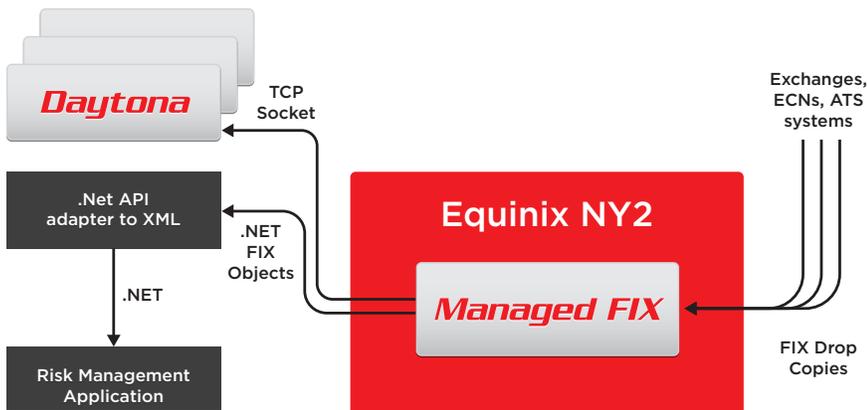
FIX Flyer's use of Equinix was an important consideration for the investment bank. As traders add new trading strategies in other markets, such as Chicago and other places around the world, FIX Flyer and Equinix can easily extend the solution to those geographies.

Because the bank is a highly-rated (AAA) derivatives counterparty and a leading market maker in equity, fixed income and currency derivatives, stability and scalability are of paramount importance as the bank expands trading across nine trading floors on three continents.

The FIX Flyer Managed FIX service is based on high performance, fully redundant FIX Engines. The highly configurable Engines are very forgiving when interfacing to different versions and implementations of FIX, and the FIX Engines and Managed FIX service have been certified by hundreds of other destinations.

FIX Flyer's global support team uses FIX Flyer's high performance Daytona application for monitoring the bank's Managed FIX service, using the same tool as the traders themselves, and providing additional complete monitoring to hundreds of other clients' connectivity.

The diagram below shows the bank's information flow:



### Support from Equinix

FIX Flyer recognizes that the flexibility of Equinix was vital in being able to create the bank's Managed FIX service in less than 90 days. Despite the short implementation time, the Managed FIX service now supports the entire derivatives trading desk with 20 traders using the Daytona Monitor application. FIX Flyer will no doubt see this usage increase dramatically as traders pursue new strategies. In addition, FIX Flyer can leverage VPN routing for connectivity and take advantage of Equinix's thousands of end points.

### The Future

FIX Flyer looks forward to creating additional trading solutions with Managed FIX on Equinix. FIX Flyer is expanding its Equinix usage into a variety of other avenues, including order routing, risk controls, futures, options, and foreign exchange trading.



### About FIX Flyer

With over 170 clients worldwide, including UBS, Barclays, Berenberg Bank, GBM, Bank of America Merrill Lynch, and JP Morgan, FIX Flyer develops advanced technology for managing complex, multi-asset, institutional securities trading using highly scalable software and network technologies. FIX Flyer provides Managed FIX services, the Daytona trade monitor, the Ignition regression testing, certification and trade validation tool; Flyer Online OMS; and tools for commission and risk management. The Flyer Engine is the first FIX server designed to manage high volume, ultra low latency trading networks and ECNs, easily scaling to thousands of connections. FIX Flyer hosts and partners with Equinix, the leading global provider of network-neutral data center and interconnection services and Netezza, the world's leading data warehouse appliance company. FIX Flyer is an IBM Business Partner with real world experience with systems hardware and the Netezza accelerated data storage platform. FIX Flyer has headquarters in New York City with offices in Boston and Hyderabad India. FIX Flyer trading software tools are additional distributed and supported in Germany, Austria, Switzerland, Belgium, Netherlands and Luxembourg by FIX Solutions (fixsolutions.de) in Frankfurt. Visit [fixflyer.com](http://fixflyer.com) for company information and to request a free demonstration.

Follow us on [twitter.com/fixflyer](https://twitter.com/fixflyer).





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## About Equinix

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Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.