

# Inside Market Data

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## Savvis Adds Connectivity Options

Network and hosting services provider Savvis has expanded the options available for trading firms to connect to data from exchanges and other trading venues in recent weeks, in response to client demand for access to more data, and data from new venues, such as emerging, pan-European multilateral trading facilities.

In Europe, Savvis will provide connectivity to the London Stock Exchange's low-latency Performance Channels datafeed via its Exchange Express direct connections for clients in London, and to clients worldwide via its Community of Interest Network (COIN). The vendor has also made BATS Europe—already available via Exchange Express and Savvis' Proximity Hosting service—accessible via COIN, and will add access to the Chi-X Europe and Nasdaq OMX Europe MTFs to both Exchange Express and COIN in the coming weeks, officials say.

With anticipated fragmentation of liquidity and market data across European markets, “even if you don't trade primarily on one of these emerging MTFs, you can't not have connectivity to them all,” says Varghese Thomas, vice president of Savvis' financial services business. “For a firm to do this themselves and make sure they have a low-latency connection is not an easy proposition, and can be very expensive,” he adds.

Although Savvis cannot provide proximity hosting for most of these venues because the markets do not host their trading engines at Savvis' datacenter, Thomas says that “not everyone is looking for proximity... so low-latency data through Exchange Express can be sufficient, depending on client demand.” However, he says the vendor is talking with “a couple of new MTFs” about providing proximity hosting for them—which can cut latency from three milliseconds for direct feeds within a metropolitan area to less than 100 microseconds—and will continue to add access to other new European markets as the vendor's roadmap evolves. “These venues often have high-performance technology and want to get their infrastructure up and running, and we can provide hosting solutions for them,” he adds.

For example, the Singapore Exchange—data from which Savvis is making available to local firms via Exchange Express—does not provide proximity hosting from its own datacenter, so Savvis provides proximity hosting via its own local facility.

US trading venues now accessible via Savvis' connectivity options include Nasdaq, which the vendor is making available via Exchange Express by setting up a direct connection between Savvis' datacenter and Nasdaq's Carteret, NJ datacenter. Nasdaq was previously only available via Savvis' COIN service. The vendor also plans to make Nasdaq's Global Index Services data available via Exchange Express in the future.

Savvis is also providing access to data from Direct Edge's EDGX rebate-based and EDGA fee-free platforms via Exchange Express and COIN, as well as via proximity hosting at the vendor's Weehawken datacenter. The vendor is also providing access to the Chicago Mercantile Exchange's FAST (FIX Adapted for Streaming data) feed as well as data from the New York Mercantile Exchange and Kansas City Board of Trade via COIN in addition to its existing proximity hosting for CME, and has set up a disaster recovery facility in Nutley, NJ that will provide access to BATS Trading via Exchange Express and COIN, in addition to the Exchange Express and proximity hosting access available from its existing facilities.

Thomas says the vendor is seeing demand for a full range of connectivity options from companies “across the board,” depending on what firms need the data for. “So if it is for developing a market data application, you might take the data via COIN, whereas if you're a high-frequency trader and want the fastest access to exchanges, you would use proximity hosting... and if you need access to multiple markets, you can use Exchange Express or COIN,” he says. “[The connectivity options] are targeted based on what users are doing and what type of application they are using.”

*Max Bowie*

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Varghese Thomas, vice president, financial services, Savvis