



PICO DELIVERS CUSTOMISED CAPITAL MARKETS SOLUTIONS AT INTERXION'S CITY OF LONDON CAMPUS



Challenge

- To meet capital markets clients' needs for market proximity and latency-sensitive connectivity

Solution

- Colocation at Interxion London
- Access to an established financial community through Interxion's communities of interest
- Physical proximity to key trading venues
- Wide choice of international carriers

Results

- Ability to meet clients' time to market for tailored solutions at a City of London location

Capital markets players turn to specialist provider Pico for infrastructure, market data services, connectivity and cloud technology solutions. They know Pico will understand their requirements for proximity to trading venues, latency-sensitive connectivity and time to market. Pico combines its industry knowledge and technical expertise with services from partners like Interxion to deliver on time, every time.

Meeting clients' global needs

Pico designs client-tailored technology solutions based on its global market data services, far-reaching latency-sensitive connectivity, and comprehensive infrastructure procurement, hosting and management capabilities. To ensure global reach, it delivers those services out of more than 30 secure, compliant colocation data centres around the world.

"We choose data centres that are close to trading venues, offer a wide choice of connectivity providers, adhere to industry-practice change management and security frameworks, and have a thriving base of financial industry customers," says Nicolas Friceau, Pico's Global Head of Datacenter Operations. "Interxion London ticks all those boxes."

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Nicolas Friceau ,
Global Head of Datacenter Operations, Pico

About Pico

Pico is a leading infrastructure, connectivity, data and cloud technology provider to the global financial services community.

To learn more, visit

www.picotrading.com

About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 50 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest.

For more information, please visit

www.interxion.com

Ensuring market proximity

Geographical proximity to exchanges and other trading venues is critical to Pico's clients, whose success depends on having the shortest, lowest-latency connections to their key trading engines. "Colocating at Interxion, for example, puts us less than a kilometre away from major London exchanges. It's a compelling proposition when those exchanges are core to a client's trading strategy," says Friceau.

For London-based clients trading further afield, Pico provides connectivity via the many leading international carriers who have a presence at Interxion London. "More than 90 carriers have PoPs at the London campus," says Friceau. "That choice means we can support our clients' trading requirements by providing the shortest, lowest-latency routes between London and other major financial hubs like Frankfurt, Madrid, Milan, Paris, Warsaw and Zurich. Furthermore, the rich carrier diversity offers us the ability to design fully resilient connections for higher reliability."

A ready community of clients

Interxion London is home to a sizeable capital markets community including investment banks, asset managers, hedge funds, brokers and high-frequency trading firms. "Colocating at a data centre like Interxion London that already has a financial services ecosystem makes it easier for us to engage with our clients and provide them with solutions and services to help them grow their business," says Friceau.

Pico also anticipates using Interxion's internal online marketplace portal to market its services to a wider audience of financial services firms, including those colocated at other Interxion campuses.

Partnering to meet client demands

"Given the business they're in, our clients expect the shortest time to market, as well as integration within their existing environment for purposes such as expansion or interconnection. We have to be able to react accordingly," says Friceau. That may mean installing new hardware within a few days, or rapidly cross-connecting to a new client or carrier.

Pico has hundreds of cross-connects to clients and carriers at Interxion. "The Interxion process is very efficient and installations are always on time," says Vasil Boyadzhiev, Pico's EMEA Datacenter Operations Manager. "We have only good things to say about Interxion's engineers and account manager, who are very knowledgeable and quick to respond. The recently added Interxion GPS Service is a great example of those capabilities."

Looking to the future, Friceau is confident that the relationship with Interxion will go from strength to strength. "Interxion has proved itself to be a reliable, responsive partner with high-quality facilities and top-notch client service," says Friceau. "As we evolve our technology to offer new services and meet new client demands, we know we can count on Interxion to keep supporting us."



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Cofounder: Uptime Institute EMEA chapter. **Founding member:** European Data Centre Association. **Patron:** European Internet Exchange Association. **Member:** The Green Grid, with role on Advisory Council and Technical Committee. **Contributor:** EC Joint Research Centre on Sustainability. **Member:** EuroCloud.

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