

Reliance Globalcom **Financial** | Connect

Business Problem

With the movement away from floor trading, the growth of options trading and the continued expansion of global trading, electronic trading volume is expected to double or triple annually. Today's electronic trading and financial services IT professionals must be able to meet the demands of broker-dealers, financial exchanges, ECNs, market data vendors, and the post-trade service bureaus and efficiently respond to compliance matters, whether small or large.

As a result, financial services professionals must integrate and access multiple applications and hosted services, including access to exchanges and trading platforms, backup and recovery, data replication, and voice and video over IP.

Cost-effectively supporting the on-demand requirements of financial services businesses on a global or regional basis is critical to a company's ability to compete and execute complex trading strategies.

Network Challenge

End-user and application demands of financial services professionals create unique network challenges.

- Secure - to maintain privacy of financial data and meet the stringent demands of regulatory compliance
- Connected - to the many exchanges, service bureaus, hosted service platforms and broker-dealers on which electronic trading relies
- Instantly scalable from 1 Mbps to more than 1 Gbps - to support the extreme and urgent demands of trading volume and increase in the size of feeds
- Flexible - to support robust in-house applications as well as third-party hosted services
- Highly available - to support multiple applications contending for network
- Redundant - to route around single points of failure.

Network Solutions

Reliance Globalcom offers financial institutions secure, scalable, flexible and private network solutions based on the Reliance Globalcom global Ethernet services network. Implemented as a redundant wide area network or as a replacement for an existing Extranet, Ethernet-based solutions typically are 30%-70% less expensive than frame relay, private line, ATM networks or IP VPNs.

Because of the familiarity and simplicity of Ethernet, Reliance Globalcom's solutions are easy to deploy, easy to manage and do not require a CSU/DSU or router. As a Layer 2 network, Reliance Globalcom supports the following protocols to enable scalable access to financial and hosted services: multicast, FIX,ITCH, TCP/IP, DECnet, "jumbo" frames and 802.1Q VLAN tag switching.

Reliance Globalcom offers high-security by using policy-based VLAN provisioning over dedicated ports. This ensures that proprietary financial information is never seen beyond the origination and destination points that are designated and dedicated to the enterprise network.

- Fast
- Reliable
- Guaranteed Performance
- Scalable and Flexible
- Highly Secure
- Fully Managed
- Simple and Cost Effective

Globalcom

Community Members

The financial extranet FinancialConnect provides banks, brokers, hedge funds, institutional investors, mutual funds, pensions and investment managers with simple, scalable and cost-effective solutions to access the largest exchanges, ECNs, liquidity pools and trading platforms.

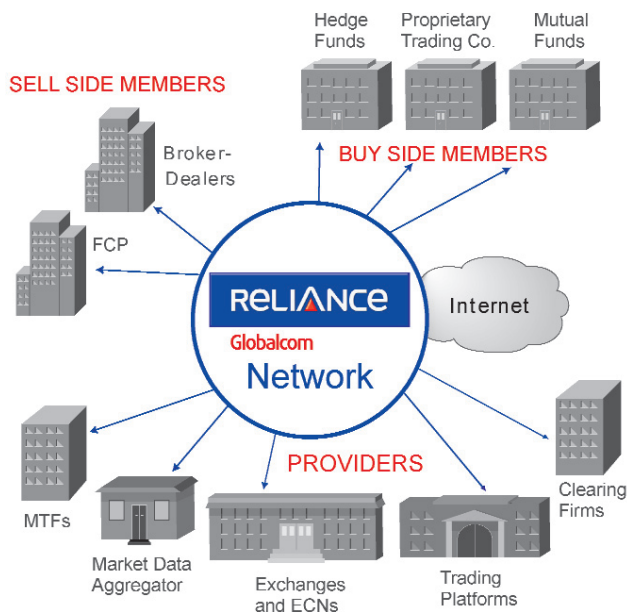
Using its Gigabit Ethernet network, Reliance Globalcom provides FinancialConnect community members with fast and scalable access to critical market information and services from 1 Mbps to 1 Gbps in 1 Mbps increments. Our community members can access some of the largest providers of market data, trade handling, execution and post-trade services, including ACTIV Financial, American Stock Exchange (AMEX), BATS Trading, Belzberg Technologies, Boston Options Exchange (BOX), Chicago Board Options Exchange (CBOE), Intercontinental Exchange (ICE), International Securities Exchange (ISE), Lava Trading, NASDAQ, National Stock Exchange (NSX), NYSE Group, Inc., Philadelphia Stock Exchange (PHLX), SIAC/SFTI, London Stock Exchange (LSE) and Toronto Stock Exchange (TSE).

Business Results

Reliance Globalcom provides service to more than 90 service provider destinations including the world's top exchanges and trading platforms, which are on our network. Companies are able to lower latency, scale their network cost-effectively to support the growth of electronic trading data and algorithmic trading strategies, quickly upgrade or add financial or news data feeds, and support network protocols specific to the financial industry to better compete. With FinancialConnect, firms gain faster access to financial exchanges, ECNs, market data vendors, pools of liquidity, order management, execution, clearing and settlement bureaus. Finally, companies are able to cost-effectively deploy business continuity strategies that include multicast, continuous replication, and backup and recovery without over-provisioning the network.

“Reliance Globalcom, has positively impacted not only our business, but also the customers we serve on a daily basis.”

Ellie Iannetta,
Fimat Preferred, LLC.



For more information email query@relianceglobalcom.com or visit www.relianceglobalcom.com

Reliance Globalcom
Units 1+2 Great West Plaza
Riverbank Way,
Brentford, Middx, TW8 9RE, UK
T: +44 (0)20 8636 1700
F: +44 (0)20 8636 1701

For additional information, contact Reliance Globalcom. © 2010 Reliance Globalcom Services, Inc. All rights reserved. Reliance Globalcom, the Reliance Globalcom logo are service marks of Reliance Globalcom Services, Inc. All others are properties of their respective holders.