

# Lower Latency in London

Due to the migration of the Borsa Italiana matching engines from Milan to London, leading Italian brokerage and trading firm Nuovi Investimenti needed to reduce latency to key exchanges by locating its equipment in a central London data centre.

## The Challenge

In the first phase of the project, low-latency connectivity was needed to Chi-X in Slough, Eurex in Frankfurt, and the London Stock Exchange in the City of London.

“We were looking for a best-in-class colocation provider in a central London location,” said Giovanni Ceroni, Project Manager at Nuovi Investimenti.

“We needed the best equipment, the best hosting and the best possible external connectivity providers in order to drive down latency levels. We also needed to see a good service and support track record so that we could be confident that our infrastructure would be managed effectively and reliably from a distance.”

## The Solution

Nuovi Investimenti evaluated numerous data centre operators in the research phase.

“We soon found that Interxion’s City of London location combined with the wide range of available network providers and ISVs was hard to beat.”

What finally sealed the agreement was a good reference from Blt Systems (responsible for the management, maintenance and development of the Borsa Italia Group’s systems) who were already using Interxion’s Proximity Hosting service in London to access the London Stock Exchange TradElect system.

“Price was not our top priority. We were looking for a combination of a wide range of providers, depth of experience in the field, and of course location,” said Giovanni Ceroni.

“We also found the Interxion team extremely helpful during the planning phase, providing expert advice on the best connectivity options. In addition, the broad Interxion network marketplace meant that providers were ultra-responsive and we obtained the most competitive possible connectivity rates.”

“We are now conducting preliminary speed tests, and the signs are good. Latency levels appear to have improved by several tenths of a second. Clearly the final test will be whether our traders earn more money, but the speed is there, and this move has the potential to deliver significant competitive advantage.”

## NUOVI INVESTIMENTI

SOCIETÀ DI INTERMEDIAZIONE MOBILIARE



### What Nuovi Investimenti does...

Nuovi Investimenti is a leading brokerage and trading firm for private customers, institutional clients and investment companies requiring high quality services and a personal business relationship based on the latest technology platforms. [www.nuoviinvestimenti.it](http://www.nuoviinvestimenti.it)

### What Interxion delivered...

- Proximity Hosting in the City of London with the ability to scale and reconfigure space as required
- Close proximity to the matching engines of most European trading venues
- Broad choice of 32+ connectivity providers
- High-density power – 5kW per cabinet as standard
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Hands & Eyes monitoring
- ISO 27001-certified information security management systems

## About Us

Interxion is a leading European operator of carrier-neutral data centres and managed services. We serve our customers from 28 facilities located in 13 cities across 11 European countries.

Every Interxion data centre meets the most stringent industry requirements, offering the highest levels of security, power availability and energy efficiency.

Interxion's customer community also has access to 18 major European Internet exchanges and over 350 carriers/ISPs giving exceptionally convenient, cost-effective and reliable connectivity.

### Our Customers

Over 1,100 organisations, ranging from global carriers and ISPs to leading content owners, service providers and enterprises, house their mission-critical infrastructure with Interxion. Some of our 200+ financial services customers include:

- 7icks
- Borsa Italiana
- Chi-Tech
- Fixnetix
- Fortis
- Nasdaq OMX
- Plus Markets
- Quote MTF
- SunGard
- Trading Technologies

### Quality of Service

Over and above expert local staff, Interxion provides a unique European Customer Service Centre (ECSC) that monitors customer security and systems 24x7 and provides quick-response support in five languages.

Following a rigorous independent assessment process, Interxion has been awarded ISO 27001 for Information Security Management Systems and Business Continuity.

### Contact Us

To find out more about our facilities and our full range of services and solutions, please contact us with your requirements:

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### Accreditations & Associations



Cofounder EMEA Chapter,  
Uptime Institute



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ISO 27001  
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BS 25999  
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Contributor, EC Joint  
Research Centre on  
Sustainability



London  
Stock Exchange

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Hosting Provider

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