



### Focused opportunities

Low latency is critical for success in today's highly competitive automated trading world. Interxion help by offering equipment housing in close proximity to trading venues and by connecting customers with high-speed trading requirements within our purpose-built data centres.

The resulting community of market participants in our facilities creates an environment that is rich in opportunities for value-added suppliers to the financial services industry. Interxion have established the Financial Hub Partner Programme to increase the value we offer to these customers.

### The heart of the markets

What makes our data centres unique for financial services firms?

Interxion takes pride in designing, building and operating best-in-class data centres that serve the demanding needs of the industry. Each Financial Hub is the inner sanctum of a data centre, where liquidity connects. The Hubs are equipped to stand up to the extremely high levels of network traffic, security, availability and resilience that financial services firms require.

The Financial Hubs are located in close proximity to trading venues and market participants in all the major European financial centres. That puts us right at the heart of the markets.

### Building integrated solutions

For our financial services clients, being in a high-quality data centre is not the end – it's the beginning.

True long-term value for the industry lies in providing the services that create a successful electronic trading operation in a single location. Together, we can create a complete set of solutions for financial users – and a fertile ground for cross-selling our services. We can decrease latency, improve performance and make it easier for our customers to successfully develop and deploy their trading systems.

This is the crux of the Interxion Financial Hub Partner Programme: working together to unlock value to a common customer.

### Key benefits

- Access to 200+ financial services firms
- Joint sales & marketing activities to drive your revenues
- Incentives & rewards for referring your customers
- Deployment of your services at the heart of the financial markets
- Pan-European coverage; 28 data centres in 11 countries
- Access to the Financial Hub Test Lab

### The Test Lab – your chance to shine

Our Test Lab is a dedicated space where customers can develop, test and improve the performance of their applications. This environment is available to our partners to prove the practical benefits of your product in real time.

### Get in touch with the right people

By partnering with Interxion, you will gain access to a large and growing community of financial services firms.

Our customers require applications, products and services that can improve performance and give them a competitive edge, such as market data, feed handlers, algorithmic engines, SORs, pre-trade risk and latency monitoring tools. The Financial Hub Partner Programme gives you a means to promote yourself to your target audience, connecting you to customers both inside and outside our data centres.

### Working together

Interxion is committed to building long-term partnerships and will assign a partner manager to build our relationship. We regularly keep our customers up to date about new partners and solutions through newsletters, networking events and other communications.

Our referral scheme ensures that you get incentives for bringing your customers to Interxion.

# Financial Hub

Partner Programme

## Partner community and trading requirements

Infrastructure Management

Order Routing Networks

Pre-Trade Risk

Execution, Algo Engine & SOR

Market Data Vendors

Carriers & Network Service Providers

interxion™

Latency Monitoring

### Network and connectivity providers

Financial services customers require low-latency connectivity to the markets across Europe. As a carrier-neutral data centre provider, Interxion offers a broad choice of low-latency connectivity options.

For this reason carriers and network service providers are an integral part of the Interxion Financial Hub Partner Programme. Customers value the benefits of choice in this highly competitive industry. They want to be able to select the fastest routes between our data centres and execution venues.

### Interxion Financial Hubs

- |              |             |
|--------------|-------------|
| • Amsterdam  | • Madrid    |
| • Brussels   | • Paris     |
| • Copenhagen | • Stockholm |
| • Frankfurt  | • Vienna    |
| • London     | • Zurich    |

### Accreditations & Associations



London Stock Exchange

LSE-accredited Proximity Hosting Provider



ISO 27001  
IS 537141



BS 25999  
BCMS 560099

ISO 27001 and BS25999-accredited Information Security Management & Business Continuity Systems



Cofounder EMEA Chapter, Uptime Institute



the green grid™  
member

Contributor Member, The Green Grid

### Contact us

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