

# Speed to Market for NASDAQ OMX

Well before their merger with NASDAQ in 2008, OMX Group (then OM Technology) found a responsive, well-connected data centre partner for their launch in the City of London – Interxion. Since then, the relationship has gone from strength to strength.

## The Challenge

OM Technology needed to expand their London data and trading operations as fast as possible. At this stage in their development, they were offering their highly popular transaction technology to over 20 international exchanges and clearing houses and operating exchanges in three countries.

They needed equipment housing space that could grow with them, redundant low-latency connectivity to their partners and customers, and a flexible but stable business partner whose ambition and technological understanding matched their own.

## The Solution

Interxion was able to step in with the right solutions to help reduce their time to market and gain a competitive edge.

As OM Technology's Phil Walker said, "This is where our relationship with Interxion was crucial. They were able to get us up and running in a way that other companies were not."

In addition, OM Technology was impressed with the ready-made community of telecommunications companies that Interxion offered. As a carrier-neutral operator, Interxion does not face the same limitations that other service providers face.

"Interxion's relationships with the telcos meant that the buildings were already occupied by all the major carriers, so we were able to take advantage of a good chunk of that capacity immediately. This is a distinct advantage for Interxion over its competitors. If a customer is looking for an alternative telecoms company, invariably, Interxion is able to provide the right connections."

Interxion's services were essential to OM Technology's ability to serve its customers at a critical stage in the company's meteoric rise. As Phil Walker said, "I would certainly recommend Interxion to any company that has the need for speed and the need to align itself with a service provider that will respond quickly and efficiently to changing needs and market demands."

## NASDAQ OMX



### What NASDAQ OMX does...

The NASDAQ OMX Group, Inc. is the world's largest exchange company. It delivers trading, exchange technology and public-company services across six continents, with over 3,800 listed companies. NASDAQ OMX offers multiple capital-raising solutions to companies around the globe. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. [www.nasdaqomx.com](http://www.nasdaqomx.com)

### What Interxion delivered...

- Best-in-class equipment housing with the ability to scale and reconfigure space as required
- Multiple physical security layers and 24-hour security support with controlled customer access 24/7
- Guaranteed power availability up to 99.999% with N+1 backup generators and cooling and 2N UPS
- Redundant cooling equipment with free cooling maintaining temperature and humidity
- Direct access to 28 carriers/ISPs and networks including LINX
- ISO 27001-certified information security management systems
- A range of other optional services, including hands & eyes, monitoring, connectivity, hosting and backup and restore solutions

## About Us

Interxion is a leading European operator of carrier-neutral data centres and managed services. We serve our customers from 26 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 FMCG and financial services firms house their mission-critical infrastructure with Interxion, including:

- Akamai
- BT
- Cable & Wireless
- Coca Cola
- Fortis
- HP
- IBM
- Level3
- Nasdaq OMX
- Real Networks
- RTL Interactive
- Sage Software
- Siemens
- SunGard

### 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



Uptime  
Institute™

Cofounder EMEA Chapter,  
Uptime Institute



Contributor Member,  
The Green Grid



ISO 27001-accredited  
Information Security  
Management Systems



Contributor, EC Joint  
Research Centre on  
Sustainability



Patron of the European  
Internet Exchange  
Association