



Fixnetix drives high returns with Lenovo partnership

With Lenovo solutions and support, IT services provider Fixnetix delivers speed, service and savings where it counts



THE CAPITAL MARKETS TECHNOLOGY PARTNER



Overview

Fixnetix provides low-latency technologies that deliver the trading advantage for investment banks around the world. And to do this, the IT services provider needs the right partner—and the right technology platform—on its side. Using a Lenovo-based infrastructure, including robust System x3650 M4 servers, Fixnetix can offer its clients the ultra-high performance, reliability and efficiency they need to achieve high returns. In addition, Lenovo service, scalability and commitment give Fixnetix an edge in the competitive marketplace.

Ultra-high performance for ultra-low latency trading

Fixnetix is a leading IT services provider for the global financial services sectors, founded in 2006 and now supporting offices in London, Boston, Tokyo and New York. The firm provides services for ultra-low latency trading, market data, market access, hosting and connectivity to prominent investment banks, proprietary trading firms, hedge funds and exchanges worldwide. Their goal—to be at the forefront of delivering dynamic products and solutions for the ever-changing needs of the banking industry—is being realized today, thanks in part to the portfolio, expertise and support of Lenovo.

A new IT model for financial firms

Today's financial services firms need to be able to analyze vast amounts of market data, run complex algorithms, and manage millions of transactions per second. In an industry where a few microseconds can make or break deals, extreme speed and reliability are essential to stay ahead of the competition.

“Delivering a speed advantage is very important in the modern-day market... The Lenovo server infrastructure is the key foundation of what we do.”

—Paul Ellis,
Senior Vice President of
Business Development,
Fixnetix



Lenovo has the deep expertise to help Fixnetix tune its systems for low latency, while also providing worldwide support. In fact, using a System x reliable, efficient infrastructure, Fixnetix has become a trusted and preferred technology partner across the trading and investment sector, delivering exceptional performance for demanding applications and volume.

“Agility is really, really key in our three distinct lines of business,” says Paul Ellis, Senior Vice President of Business Development at Fixnetix. “We have a market-data business in which we provide high-speed market data from all the stock exchanges around the world. We have a trading business where we allow trading clients to connect to all the major stock markets. And we also have a very large infrastructure business that connects both the market data and trading together.”

But the Fixnetix team understands that it’s not just extreme server performance that benefits all of these diverse clients. They also need exceptional service, low total cost of ownership and fast time to market. “A partner like Lenovo is really important to a company like Fixnetix,” says Ellis. “If you look at our end-to-end service offering, our clients need the right hardware and services to support them. An interruption in service can equate to millions of dollars being lost.”

With the help of Lenovo solutions, based on 700 System x3650 M4 servers with Intel Xeon processors, Fixnetix is able to bring the new gold standard of managed IT services to leading banks and trading firms worldwide. “When we described exactly what we were creating, Lenovo was the first to understand the concept, support this niche service and back it with action—from their quality product portfolio to the critical service component,” explains Angelo Preci, Managing Director of North American Operations at Fixnetix.

The right partner for creating innovative solutions

Backed by its partnership with Lenovo, Fixnetix can deliver complete IT solutions to major investment banks, managing the entire business unit from the trading desk to the exchange connectivity. The Fixnetix solution—which uses Lenovo desktops, laptops, monitors and high-performance servers—is expected to save its clients more than 40 percent in total IT expenditures. This translates to millions of dollars in savings.

“It’s now a marketplace where big savings can be made for the investment banks. On a typical deal, we can save them 40 to 45 percent of what they will pay for the same services internally,” explains Hugh Hughes, Chairman and CEO at Fixnetix. “We’re able to put our skills together with Lenovo’s skills to do the best for our clients—and the clients are profiting from it.”

Solution components

- **System x3650 M4 with Intel Xeon processors**

“The great thing about Lenovo’s people is that they understand the marketplace. We can sit down and talk to them as equals—equals that mutually understand each other’s business for the benefit of our clients.”

—Hugh Hughes,
Chairman and CEO,
Fixnetix

Relationships and support make the difference

In an environment where extreme performance is required 24x7, Fixnetix knows that it can count on System x servers to host its customers' trading applications and keep intensive workloads running efficiently and reliably. Plus, the company can turn to Lenovo as an innovation partner for future systems and technologies, since Lenovo understands their needs. According to Ellis, "Lenovo really has taken the time with us to understand where we are today, where we want to go and how we can use technology to get there."

Backed by the Lenovo portfolio, support and expertise, Fixnetix is poised to offer the best in low-latency technologies to capital market participants around the globe, while staying on the forefront of delivering innovative IT solutions to the financial sector. Preci concludes, "With Lenovo, we see a very strong partner with whom we can scale globally."

For more information

To learn more about Lenovo systems contact your Lenovo Sales Representative or Lenovo Business Partner, or visit: lenovo.com/systems

For more information about Fixnetix, visit: www.fixnetix.com

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"We looked for a partner who has the scaling capabilities, the industry knowledge and the service to meet our needs. Lenovo is that partner."

—Angelo Preci,
Managing Director of North American
Operations, Fixnetix

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