Leading Global Provider of Online Retail Financial Services

CMC Markets uses Colt DCS site, connectivity and support services to ensure high level of global trading platform availability

> " What's been most beneficial to us about Colt data centres is that everything just works. We don't have to think about maintenance schedules or the core tenets of the Colt data centre. It's what you would expect from a data centre but it means we can focus on running our platform and what is important to our business. "

Tom Faulkner

Head, IT Production, CMC Markets.

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Information technology and data centres underpin the operations of CMC Markets. The London-based financial services firm needs to provide global clients access to 'always-on' online trading platforms which means high uptime and low latency of its applications hosted at data centres are critical to client satisfaction. Downtime or delays of any kind equate to lost revenue and unhappy customers.

Thanks to its relationship with Colt DCS, which began in 2014, CMC Markets hasn't had to worry about such problems. The uptime, latency levels and resiliency delivered to CMC Markets customers have more than satisfied the company's needs.

The efficiency, modularity and design of Colt DCS data centres matched CMC Markets modus operandi for application development which were factors in the original selection process.

Value-added services like the Remote Hands subscription service, that gives customers access to local experts based in

Colt DCS facilities across Europe and Asia 24/7, 365 days a year, helps CMC ensure it can make the changes it needs or carry out a basic activity from afar with the help of Colt DCS. Overall, the flexibility of staff and the superior service delivered afterwards make Colt DCS a recommended partner of CMC Markets.

CMC Markets, faced with the end of a lease on the space it had taken at a data centre in London's Docklands area in 2014, needed a new modern and more efficient solution. It wanted to maintain the quality connectivity and resiliency it had grown accustomed to over the years.

These factors are still priorities for the online trading firm given that requests need to be fulfilled as

quickly as possible; success is measured in milliseconds. As such, increases to latency or lower-grade connectivity would be unacceptable.

An equally important priority was the value for money CMC Markets would receive as part of an arrangement with a new provider. That's where Colt DCS came in.

Colt was able to offer CMC Markets

what Tom Faulkner, Head of IT Production, CMC Markets, called **'a very compelling package.'** The data centre services provider was able to offer a combination of connectivity services, rack space and efficiency that matched the company's requirements.

The ability of Colt DCS to source the space and services without the help of third parties and the quality of the operator's London North

facility made its offer particularly compelling.

'The scalable modular approach matched how we build our infrastructure and platforms,' said Faulkner. **'It just suited us.'**

The design of Colt DCS's flagship London North site piqued the interest of CMC Markets too.

However, space was the primary concern of CMC Markets. The ability of Colt DCS to provide the necessary space at an affordable price and provide connectivity in one 'compelling offer' combined with the design of its data centres made the decision to go with Colt DCS pain free for CMC Markets.

'Colt DCS made it simple for us to proceed with their offer,' said Faulkner.

> **Competitors weren't offering a comparable package; they were bringing in third parties and none of it was as coherent as a single company solution from Colt DCS. The commercial deal offered by Colt DCS suited us. In the end, Colt DCS won out because they offered a complete package that met our technical and budgetary needs.**
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> **Tom Faulkner**
> Head, IT Production, CMC Markets.

Solution

The solution proposed and implemented by Colt DCS in 2014 has addressed the needs of CMC Markets without exception, Faulkner said.

First and foremost, the location and the space made Colt DCS an ideal partner of the financial services provider. From the 'fit out' process to the implementation of its equipment in the London North data centre, Colt DCS has fulfilled its promises which has enhanced the value of the relationship, he added.

The relationship has evolved too as the needs of CMC Markets have changed. Colt DCS has been able to seamlessly accommodate the needs of the company as space and connectivity requirements have changed over the years.

The flexibility and tremendous uptime of Colt DCS hasn't gone unnoticed by CMC Markets, which operates its own data centres. As such, the financial services firm appreciates the tremendous effort it takes to ensure there's a good, reliable service.

The continuity of Colt DCS service is made possible thanks to the good work upfront by the data centre operator's staff who ensured the 'fit out' process and implementation happened smoothly.

'The fact we're not having any problems with security or other aspects of our service shows that Colt is doing a good job,' said Faulkner.

Additional benefits, such as a separate storeroom on site, have proven useful. **'Having somewhere to work and debox equipment rather than straight into the cage area has been helpful,'** he said.

Why would you recommend Colt DCS?

Besides the design of the facility, there are good business-oriented reasons to choose Colt DCS. First, the company's representatives provide a superior level of service that set it apart from the competition. However, CMC Markets representatives haven't had to interact much with Colt DCS staff because of the continued high quality of service delivery, Faulkner noted.

CMC Markets is a happy and relatively 'low touch' customer because 'everything is working,' says Faulkner. **'Colt has supported us well over the course of our partnership,'** he added.

On the rare occasion that CMC Markets interacts with the data centre operator's staff, it's always a pleasure to do so, he said.

As a result, it's not hard for Faulkner and CMC Markets to envision a longer relationship with Colt DCS.

'If and when expansion plans in Europe were solidified, we'll certainly talk to Colt DCS about what it has to offer in future,' Faulkner added.

CMC Group was established in 1989 and is a leading global provider of online retail financial services complete with a comprehensive institutional offering. CMC Group enables clients to trade a broad range of financial instruments through its Next Generation trading platform, supported by sophisticated charting, competitive pricing and automated execution.

Customers

As a leading global provider of online retail trading, CMC Group offers clients the opportunity to trade the financial markets via contracts for difference (CFDs) and financial spread betting (UK & Ireland only). The Group also offers a stockbroking service in Australia.

Headquarters: London, UK
www.cmcmarkets.com

Colt London North Data Centre
Data centre specification

24 data centres

24 markets

100% carrier neutral

Belgium
Colt Brussels Data Centre

Denmark
Colt Copenhagen Data Centre

France
Colt Paris North Data Centre
Colt Paris South West Data Centre

Germany
Colt Berlin Data Centre
Colt Frankfurt City Data Centre
Colt Hamburg Data Centre

Hong Kong
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Italy
Colt Milan Data Centre

Japan
Colt Osaka Data Centre
Colt Tokyo Shiohama Data Centre
Colt Tokyo Inzai Data Centre
Colt Tokyo Inzai Data Centre Two
Colt Tokyo Otemachi Data Centre

Netherlands
Colt Amsterdam South East Data Centre
Colt Rotterdam Data Centre

Singapore
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Colt Data Centre Services

In today's world, great businesses must be secure, resilient, scalable and above all - connected.

At Colt Data Centre Services this is our business. Colt Data Centre Services offers flexible and affordable colocation and IT infrastructure solutions. Our connectivity and colocation solutions allow our customers freedom to plan effectively for the growth of their business, knowing that their data centre strategy is future-proof.

We operate 24 state-of-the-art data centres across Europe and Asia Pacific, offering 24/7 security and local language support. We are connected to a further 530+ third party data centres across our network and are able to offer private links into the major public cloud providers.

As the only data centre provider in the world to secure the highest M&O certification by the Uptime Institute, our operational standards are recognised as industry-leading.

Colt Data Centre Services has over 20 years' experience in designing, building and operating energy-efficient, reliable data centres - hosting significant financial, media, corporate and cloud wholesale providers across the world.

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