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November 23, 2009

Switch and Data Recruits GeoReach Partners

By Vicki Chan

Hosting service provider Switch and Data is enlisting network providers who have established low-latency fiber paths between its North Bergen, NJ facility and regional equity markets in a new partner program, dubbed GeoReach, to provide clients with information to help them decide how best to connect to exchanges.

Though S&D operates network-neutral facilities, GeoReach carrier partners-including CFN Services, Hudson Fiber Network, IPC, Optimum Lightpath and Reliance Globalcom-provide fiber paths geared towards high-frequency traders with guaranteed service-level agreements, says John Panzica, vice president of S&D's financial services practice.

As well as letting clients know what providers are available at its datacenter, S&D is providing clients with information to support the process of choosing providers, Panzica says. For example, S&D gathers information from its carrier partners on fiber routes, length and one-way latency measurements from its North Bergen Financial EcoCenter to regional trading venues, including the New York Stock Exchange, Nasdaq, the BATS Exchange and Direct Edge, and provides this information to clients upon request. "Firms that build algorithms based on historical market data would have assumptions built in for geographic latency, so which carrier they select is important," Panzica adds.

GeoReach partner Hudson Fiber Network joined the program because of S&D's "central location," which enables firms to gain low-latency access to exchanges without the need to co-locate at multiple datacenters, says Brett Diamond, president of Hudson Fiber Network, whose XChange Connect service that runs out of S&D's facility offers a guaranteed SLA of 750 microseconds for connectivity to nearby exchanges.