

# EQUINIX CUSTOMER SUCCESS STORY FXECOSYSTEM

FINANCIAL SERVICES

## Leading provider of outsourced connectivity colocates with Equinix to boost performance and reliability

“Equinix provides a one-stop shop in terms of a marketplace where our clients want to connect. It is a professional, global company.”

James Banister, CEO, FXecosystem

### Executive overview

Founded in 2010, FXecosystem provides outsourced connectivity services to major trading banks and other institutional clients and retail FX brokers operating in foreign exchange (FX) and bond markets. Headquartered in London, with regional headquarters in Singapore, it provides custom solutions for end-to-end management of FX and bond connectivity that are available via a fully managed service or a package of components. Due to its independence, FXecosystem offers unbiased advice on the best data centers and carriers that best fit the requirements of its clients.

### Business challenge

When FXecosystem set up in business more than seven years ago, its goal was to make it easier for companies to connect and to manage foreign exchange efficiently. To do this, the company needed to be present in a connectivity hub where banks, hedge funds and other interested parties could trade.

### Solution

To make it easier for its clients to focus more efficiently on the key components of their business, FXecosystem selected Equinix as its colocation partner from day one. The partnership began with colocation space (both for itself and for its managed-service clients) in an Equinix International Business Exchange™ (IBX®) data center in New York (NY4), and has since expanded into London (LD4), Hong Kong (HK1) and Singapore (SG1).

“It was obvious to us that Equinix was building a concentration of FX-interested providers in its data centers, and that’s where we should be located,” says James Banister, CEO, FXecosystem.

These locations mean that FXecosystem is situated at the key epicenters of the global FX industry, in close proximity to its potential customers. The colocation solution delivers reliable, low-latency access to a strong ecosystem of financial services clients.



### Customer Profile

#### History

Founded in 2010, FXecosystem is the leading provider of outsourced connectivity services to the FX and bond markets. It offers custom solutions to banks and global entities that require end-to-end management of FX and bond connectivity, either via a fully managed service or components of this. The result is enhanced trade execution and operational efficiencies.

#### Customers

Its many clients can outsource all or part of their connectivity and infrastructure needs and challenges, allowing them to focus more efficiently on the key components of their business—trading, competitive strategy and sales.

#### Headquarters

London, England  
Regional HQ Singapore

[FXecosystem.com](http://FXecosystem.com)



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As well as colocation, Equinix provides cross connects and offers Smart Hands™ services for improved performance and reliability in the high-demand financial ecosystem environment. “We have a growing tech team in Asia that uses Smart Hands on a daily basis. We find it saves us time and helps us operate efficiently,” reports Banister.

## Business results

- Provided colocation and connectivity in key FX markets of New York, London and Asia
- Delivered access to a large ecosystem of potential customers in the FX and bond markets
- Ensured reliable 24x7 operation that enabled customer SLAs compliance
- Established a strong business relationship that can evolve to meet future demand

“Equinix is one of our largest vendors, so our relationship with the company is extremely important to us. It’s a positive, constantly evolving relationship and I feel we can explain to Equinix what we want from it going forward.”

James Banister, CEO, FXecosystem

## Value realized

One of FXecosystem’s key services is its Meet-Me-Room™, which delivers a single point of contact to connect multiple companies without needing multiple leased lines. Equinix provides the financial ecosystem of relevant parties to make this possible.

“We’re well-established in New York and London, and I want to see Asia come up the curve quickly,” says Banister. “I see us expanding in Equinix data centers—they are in the right locations.”

According to Banister, his customers are looking for low-latency connections and 24x7 reliability. Equinix enables FXecosystem to meet these demands with no outages to date. He also reports that he has never had any issues finding the right carriers terminated in an Equinix data center.

“If we’re managing connectivity for a large bank (which might have 100 cross connects and 100 different venues where it’s trading), then as long as it’s in the Equinix world, we can then bring the bank into our Meet-Me-Room and cross-connect them,” explains Banister.

## Key take-aways

By working with Equinix in three continents, FXecosystem benefits from being in the same locations as its key customers in the FX market. Equinix helps it to provide a reliable, low-latency service that is efficient to manage with a comprehensive choice of carriers.

“That’s really the benefit of working with somebody like Equinix: we get to create a lot of interested connections that benefit Equinix as much as they benefit us,” concludes Banister. “My requirements and standards are demanding. Equinix has always risen to the challenge.”

## About FXecosystem

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[FXecosystem.com](http://FXecosystem.com)

## About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 41 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

Learn more at [Equinix.com](http://Equinix.com)

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