



“Optimizing the power of your network!”

CFN Services Announces FiberSource® Advisor For Trading Firms

Overview

Herndon, VA (PRWeb) June 25, 2009, No longer can a trader meet their low latency requirements by just collocating in the same facility as the exchanges. The exchanges are spread out now, and so is the market data essential to successful execution of trading strategies. Traders need to find the optimal combination of space and network configuration that is central to the market data feeds and the exchanges they are trading on. That is why CFN Services is extending FiberSource Advisor® to include a Financial Services specific practice. Working with CFN Services FiberSource Advisor® to help meet low latency requirements allows Trading Firms the ability to focus resources on the trading environment, platform, messaging, algorithms and other essential key areas. FiberSource Advisor® provides the trading firm a roadmap to optimize their network; helping plan and configure the optimal collocation sites, lowest latency networking solutions, and peace of mind achieved with full disclosure of all options available.

“Partnering with CFN Services and utilizing FiberSource Advisor® provides trading firms the confidence and assurance that they are getting the best network solutions to meet their unique needs. With a view to all available fiber, including that of Utilities, Carriers and Dark Fiber providers; we enable our clients to rapidly sift through a typically daunting array of network options and providers to get to the optimal solution based on their specific requirements. Working with CFN as an integrator ensures carrier neutrality and eliminates the typical network operator’s bias for their own, often sub-optimal, end-to-end solutions.”

CFN Services is a leading ultra low latency and custom fiber optic network integrator in the financial industry; offering specific Ultra Low Latency solutions for the trading areas in a growing number of financial centers globally including Toronto, Chicago, New York/New Jersey Metro, Washington, DC, London, and Frankfurt. CFN Services sets themselves apart from other transport vendors by offering: carrier neutrality, FiberSource Advisor® professional services, fully managed services, and the ability to design custom fiber networks.

CFN Services specializes in designing, implementing and managing high performance, low latency fiber networks. CFN is a custom fiber network provider, not simply a supplier of circuits. This is a unique advantage to a trading firm, because CFN and their FiberSource Advisor® professional services, can assist in the overall plan and development of the financial network to ensure optimization based on each firm’s unique priorities for market data delivery, trade execution, clearing data, and internal IT operations. CFN Service’s FiberSource Advisor® offering provides sophisticated financial trading firms with multiple network configuration options that fully leverage their existing network investments while providing a growth path and simultaneously lowering latency.

CFN History

As a spin off of CSX Corporation, CFN Services carries on a 20-year legacy in fiber network deployment and management. CFN Services’ proprietary FiberSource® knowledge-based platform delivers access to over 500 carrier networks globally including more than 100 submarine systems; providing direct visibility into all available dark and lit fiber options, collocation facilities, and metro fiber rings for optimal deployment to any global financial center worldwide. Through FiberSource Advisor® CFN Services’ combines its vast telecom knowledge base with extensive



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experience in lit and dark fiber network design and implementation to provide trading firms with an edge on all aspects of MAN and WAN network deployment. CFN’s engineers articulate and provide recommendations on optimal transport architectures across technologies including WDM, SONET, Ethernet, IP, and MPLS. FiberSource Advisor® will help traders lower latency on their existing routes, while optimizing the overall transport network inclusive of future growth plans.

As David Conrad, VP of Sales at CFN Services has observed, “ Partnering with CFN Services and utilizing FiberSource Advisor® provides trading firms the confidence and assurance that they are getting the best network solutions to meet their unique needs. With a view to all available fiber, including that of Utilities, Carriers and Dark Fiber providers; we enable our clients to rapidly sift through a typically daunting array of network options and providers to get to the optimal solution based on their specific requirements. Working with CFN as an integrator ensures carrier neutrality and eliminates the typical network operator’s bias for their own, often sub-optimal, end-to-end solutions.” For more information about CFN Services and FiberSource Advisor® www.cfnservices.com

About CFN Services

CFN Services is a managed telecom infrastructure services company providing network services for the Enterprise, Public Sector and Carrier Markets. Specializing in network planning, deployment, and managed services, including local access transport, low latency networking, and mobile backhaul optimization, CFN Services leverages the company’s flagship FiberSource® network planning and optimization platform. CFN Services has provided network planning and deployment services to some of the leading wireless and wireline network operators including Verizon, AT&T, Level 3 and Sprint. For more information please see <http://www.cfnservices.com>. Contact: Judy May – 703-788-6633; Judy.May@cfnservices.com