

CFN SERVICES

Equinix Enables Continued Low Latency and Network Optimization.

“It’s unique to find a great combination of network availability from multiple carriers collocated with a dense community of financial market participants. Equinix is a key component of our ever-growing global low-latency infrastructure.”

Wil Tirado, Vice President of Engineering, CFN Services

THE CURRENT ENVIRONMENT

When financial services and other firms around the world rely on your global infrastructure to transact business, you need to ensure low latency and highest reliability possible. That’s one of the key reasons CFN Services chose Equinix International Business Exchange™ (IBX®) data centers for colocation. The provider of network services wanted a partner that enabled it to continue delivering premium services.

THE SOLUTION

CFN evaluated a variety of data center providers, ultimately choosing Equinix. “It’s important that we partner with one of the largest colocation providers to get closer to our growing base of electronic trading customers. Moreover, Equinix’s quality of service, reliability, and professionalism are renowned,” explains Wil Tirado, vice president of Engineering for CFN.

Equinix’s focus on specific vertical markets was also key because it aligns with CFN’s go-to-market approach. “Equinix’s knowledge of the needs of different industries allows us to leverage relevant product offerings in those spaces,” continues Tirado.

WHY EQUINIX

Maintaining carrier neutrality

CFN develops customized network solutions that optimize connections to multiple exchanges and trading venues. To ensure optimized connections along with diversity offerings, CFN’s Low Latency Global Exchange Infrastructure spans multiple providers. As a carrier-neutral network integrator, CFN sought a partner with the same approach.

“A network neutral and carrier rich data center enables us to be responsive to our customers’ requirements. Equinix allows us to ensure we continue providing our customers with the most optimized network solutions,” says Tirado.

CFN serves customers in the enterprise, public sector, and carrier markets, including financial traders that require very high network performance. The electronic trading community requires high speed connectivity to reduce risk and stay competitive. These financial customers gain significant benefits from CFN’s commitment to continually optimize its network as part of its Low Latency Improvement Plan. In addition to using FiberSource®, its proprietary nationwide infrastructure knowledge and relationship base of nearly 250,000 route miles of fiber and 550 metro networks, CFN leverages all means necessary to decrease latency and insure diversity on its routes.



CFN Services
Optimizing the power of your network

AT-A-GLANCE

COMPANY

CFN Services
Herndon, VA
www.cfnservices.com

INDUSTRY

Network Services
Custom Fiber Networks

RESULTS

- Makes it possible to continuously ensure low latency
- Optimizes performance by tapping into carrier-neutral model
- Facilitates connections to carriers and multiple exchanges and trading venues
- Supports strategy of meeting needs of high-performance electronic trading
- Offers consistent experience across facilities
- Takes advantage of responsiveness for ongoing service assurance
- Opens up new market opportunities



CFN SERVICES



By taking advantage of Equinix's footprint in Chicago, Frankfurt, London, New Jersey, New York, Philadelphia, Seattle, and Toronto, CFN is able to design managed diverse solutions that connect to multiple exchanges and trading venues. Not only does this afford its customers a competitive advantage in having the lowest latency, it enables them to work with a single vendor and still have the ability to secure completely diverse routes with no single point of failure and tap into a fully optimized network.

The global footprint of the Equinix IBX data centers gives CFN the ability to best optimize available network routes in to multiple financial points of interest. "It's unique to find a great combination of multiple entry and exit points from a single location, network availability from multiple carriers, exchanges, and trading venues—all colocated in an IBX data center with trading firms and technology providers. Equinix is a key component of our ever-growing global low-latency infrastructure," says Tirado.

Expanding opportunities

As CFN plans for expansion in Asia-Pacific, it intends to incorporate Equinix IBX data centers as much as possible. Tapping into Equinix's large customer base gives CFN access to many different carriers, customers, and exchanges. Plus programs such as Internet Exchange and access to a global trading community helps the company grow its business. "Equinix will help us expand into existing and new markets in the financial services area, as well as augment our services around cloud computing, enterprise virtualization, and video conferencing," concludes Tirado.

About CFN Services, Inc

CFN Services is a managed telecom infrastructure services company providing network services for the Enterprise, Public Sector, Carrier and Wireless Markets, specializing in high performance networking, middle mile and last mile optimization and mobile backhaul. CFN Services leverages FiberSource®, a global knowledge-based platform that identifies all available dark and lit fiber, colocation, towers, structures and lit buildings; providing network design, planning, deployment, and managed services offerings. For more information, visit www.cfnservices.com.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) provides global data center services that ensure the vitality of the information-driven world. Global enterprises, content and financial companies, and more than 575 network service providers rely upon Equinix's insight and expertise to protect and connect their most valued information assets. Equinix operates 87 data centers across 35 metro regions in North America, Europe and Asia-Pacific.