

Yipes introduces Ethernet-based FinancialConnect! suite for electronic trading

437 words

17 October 2006

[Optical Networks Daily](#)

English

(c) 2006 Electronics International Disclaimer: Whilst every effort has been taken to ensure the accuracy of the information contained in this report, neither Electronics International nor its agents or sources can be held responsible for any inaccuracy.

Announced Date: 10/12/2006 **Yipes** Enterprise Services has introduced what it claims is the first Ethernet-based Extranet for electronic trading capable of directly delivering financial market and exchange data to banks, brokers, hedge funds, institutional investors and investment managers.

The introduction of the **Yipes** FinancialConnect! suite of services establishes the company as a direct source for exchange data over its network.

Yipes FinancialConnect! was developed to address the demand for faster and more scalable networks to support electronic trading. Delivering the services over its global, fibre-based network, **Yipes** guarantees its services with stringent service level agreements (SLAs).

Larry Tabb, founder and CEO of TABB Group, a financial markets advisory firm, said, "Speed and scalability of networks are critical to the growth of electronic trading. The winners in the electronic trading network world will be those that deliver low latency, high bandwidth services that are not only easy to connect but easy to maintain".

With the enhanced FinancialConnect! offering, **Yipes** aims to become a conduit for the distribution of trading activity and market data to the **Yipes** FinancialConnect! community.

Yipes provides several services under the **Yipes** FinancialConnect! brand, tailored to the needs of traders, as follows:

1. Market Platform provides member firms direct connectivity to more than fifty exchanges, electronic communications networks (ECNs) and trading platforms, including IntercontinentalExchange (ICE), Boston Options Exchange, International Securities Exchange, Montreal Exchange, National Stock Exchange, Philadelphia Stock Exchange, SIAC SFTI as well as major brokerages, trading platforms and clearing firms.
2. Market Application provides **Yipes** customers with real-time market information and quotes, also known as market data, on a single bill.
3. Extranet Services provides access to the **Yipes** FinancialConnect! platform and is required to receive Market Applications.

ICE is the first financial exchange to offer exchange connectivity with real-time market information through the **Yipes** FinancialConnect! platform. ICE has enabled **Yipes** customers to access its trading platform. The availability of additional Market Applications from other major exchanges is expected to be announced in the fourth quarter of 2006.

ICE is a global electronic marketplace for energy trading, as well as a recognised pioneer in applying technology to increase transparency, efficiency and liquidity in global commodity markets.

As the first exchange to utilise the **Yipes** FinancialConnect! to deliver trade access and related data, ICE now uses the **Yipes** network to access a range of trading and other financial services firms. These organisations use **Yipes** to secure fast, cost-effective access to critical ICE market information and services at instantly scalable speeds.