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Yipes heats up financial networking with ICE

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Yipes, a privately held provider of WAN services, announced the Yipes FinancialConnect services suite. T1R has seen a recent spate of such announcements, with a variety of vendors stepping up to help move the telecom management of financial institutions into the 21st century. Classically, a financial firm might have hundreds of pricy and low-bandwidth T-1 lines to interconnect with exchanges, data sources, and other institutions. Recently, companies like Savvis [SVVS], Equinix [EQIX], and SIAC have all aggressively moved to offer next-gen interconnection services for the financial industry.

Each solution has a different angle - Savvis offers its Financial Market Connect (FMC) on top of its IP VPN product. Equinix offers its Financial Exchange (FX) product as a sort of "peering for brokers" arrangement. SIAC offers "official" transport within New York for the Secure Financial Trading Network (SFTI). Yipes takes a different tack, offering transport-layer Ethernet services for financial institutions. Along with Savvis, Yipes also offers interconnection with SIAC via the SFTI.

Yipes latest move brings the Intercontinental Exchange (ICE), best known for energy trading, into their FinancialConnect network. Yipes has also made a variety of ECNs and trading platforms available to customers, including the Boston Options Exchange, the National Stock Exchange, and the Philadelphia Stock Exchange, in addition to the SFTI connectivity. The key for Yipes users is the ease of use and cost savings brought about by the utilization of Ethernet technology - a major differentiator from the other platforms.