

Beeks & Equinix

Power **Leading Global Broker** with Next-Generation Trading Infrastructure

A leading global multi-asset broker approached Beeks to explore the possibilities of Proximity Cloud®. The broker serves institutional and retail clients across multiple jurisdictions. In the fast-moving world of online trading, speed, reliability, and global reach are critical for client satisfaction and competitive advantage. The broker needed a trusted technology partner to deliver secure, low-latency infrastructure that could scale with its growth.

The Challenge

The broker's existing provider could not meet their technical requirements in full and did not have an in-country team to deliver and support the solution. As trading volumes surged and clients demanded ever-faster execution, the broker faced three key challenges:

1. Latency-sensitive trading

Markets move in microseconds; they required a platform engineered for instant execution.

2. Global scale and connectivity

With clients worldwide, they needed to be close to key liquidity venues and ensure consistent performance.

3. Security and resilience

Protecting client data and guaranteeing uptime were non-negotiable requirements for operating in regulated financial markets.

The Solution: **Beeks & Equinix**

The client partnered with Beeks Group and Equinix to deploy a high-performance private cloud and connectivity solution, specifically designed for the trading community.

Beeks Group provided:

- Specialist financial services expertise, ensuring the solution aligned with regulatory, operational, and business goals.
- A dedicated Private Cloud environment, offering secure, scalable hosting for the broker's trading platforms.
- Low-latency infrastructure tailored to support execution speed and reliability.

Equinix provided:

- Close proximity to major exchanges, top-tier banks and liquidity providers by placing the broker inside its trading hub data centres, located in London, New York and Singapore.
- Direct connectivity to upstream and downstream specialist service providers and other business partners via Equinix Fabric, ensuring seamless access to counterparties within the financial ecosystem.
- A proven, resilient and secure data centre environment.

Together

Beeks and Equinix created an infrastructure that was not just fast but strategically positioned to meet the client's rigorous trading demands. By leveraging the combined strengths of Beeks and Equinix, the platform was activated quickly and the broker achieved the following:



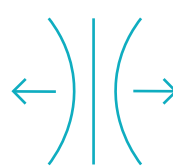
**Ultra-low Latency
Trade Execution**



**Global
Coverage**



**Resilience
and Security**



**Operational
Efficiency**



**Local Expertise
in the Market**