

---

Your Destination for  
High Frequency Trading  
at Bombay Stock  
Exchange (BSE)

---



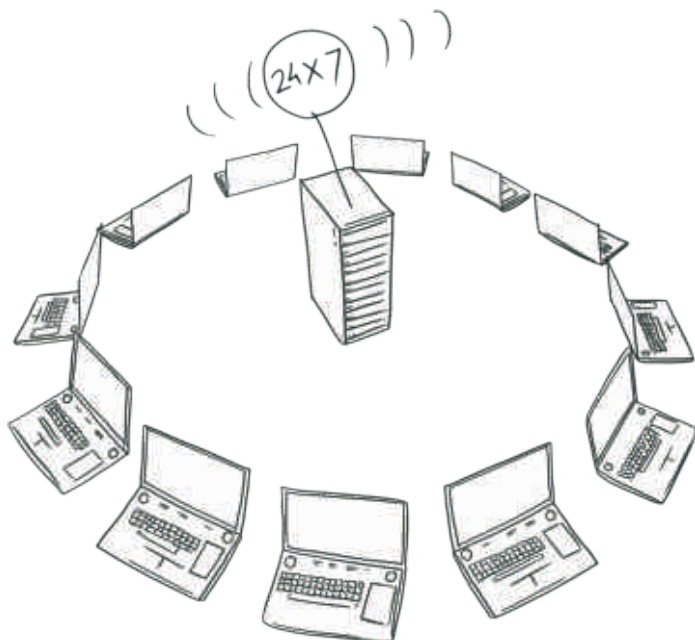
# Netmagic's Co-location Datacenter at Bombay Stock Exchange



Datacenters are the nerve centers of every financial organization's IT Infrastructure. However, growing complexities in technology, challenges in retaining and managing skilled resources, need for 24x7x365 uptime to support business demand, with ever faster response and resolution times make it a daunting task managing these nerve centers. In the stock broking world, exchange colocated datacenters specifically meant to enable High Frequency Trading (HFT) are accentuating the above challenges multi times over.

The Netmagic co-location datacenter at the Bombay Stock Exchange (BSE) provides you access to low latency feeds from BSE and other exchanges. The datacenter facility will serve as the hub for serving your High Frequency Trading (HFT) needs with freedom to route orders to any exchange. You can avail of fully managed infrastructure and hosting services from Netmagic at this facility.








Thomson Reuters has selected this facility as the India hub for its "Elektron" data service platform. Thomson Reuters will deploy its award winning direct feed technology for the Indian cash equity markets as well as providing access to their Elektron network for over three electronic trading venues worldwide, global over-the-counter and news content.



### Quick facts

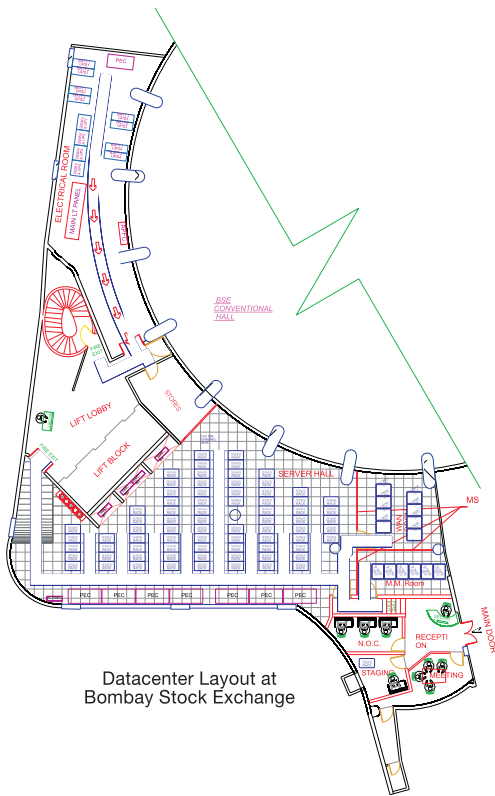
- Co-location hosting facility at BSE to minimize latency and enable HFT
- Ability to trade in other exchanges from the hosting venue
- Completely managed solution to enable customers to focus on core business activities
- Complete Pre-sales solutioning and post-sales support from Netmagic and Thomson Reuters
- Opex model available for complete package of technology solutions
- Ready infrastructure ensures low time to market for customers exploring new market areas and unique and actionable data sets

### Complete Suite of Services Available

- |  |  |
|--|--|
|  Co-location       |  Security   |
|  Dedicated Hosting |  Connectivity – program management, provisioning and management |
|  InfraManage       |  Internet Bandwidth   |
|  InfraMonitor      |  |

## Datacenter Facility Features

- Facility built as per international Tier III standards
- 6 KVA of average power per rack with capability to go up to 9 KVA in specific racks
- HT mains power supply with dedicated diesel generator backup
- Redundant N+N UPS power to each customer rack
- Remote power management capability on each rack
- Redundant N+1 precision climate control systems, for temperature and humidity control
- FM200 fire suppression, high sensitivity smoke detectors with early warning systems
- 24x7 physical security - security guards, CCTV surveillance, biometric access control
- True carrier neutral facility, with availability of all telecom providers
- BSE feed on fiber, directly at Datacenter
- Multi-exchange feed
- Global exchanges feed through Thomson Reuters Elektron
- High speed public internet, for remote VPNs
- Facility to terminate point-to-point leased lines / MPLS VPNs



Datacenter Layout at Bombay Stock Exchange

The new facility at the Bombay Stock Exchange will provide co-location hosting with a managed application environment, low latency connectivity to local market data and access to the Thomson Reuters Elektron global real-time network.

## Support & Service

- 24x7 Network Operations Centre
- Trained and skilled personnel (L1, L2, L3) engineers and specialists for all IT platforms
- Monitoring & Management tools for a high-uptime environment
- ITIL compliant processes
- Clearly defined escalation matrix with Instant alerts & notifications
- 99.99% uptime SLA
- Online Customer Dashboard for reporting
- Call logging & tracking
- Asset tracking
- Usage tracking
- SLA monitoring



---

“ With online trading being an uptime-intensive application as it is, it was crucial that our partner in this venture had the capabilities of managing such an elaborate solution turnkey. Netmagic met our most stringent expectations and demands, and have completely justified our decision to outsource. ”

**Nirmal Jain, CEO & Founder - India Infoline**

---

“ Virtela is helping companies realize the proven benefits of partnering with a managed service provider for technical expertise, global partnerships and hassle-free operations. To support this service commitment, Virtela is partnering with Netmagic Solutions. ”

**Ted Studwell, VP, Engineering & Operations - Virtela**

---

## Netmagic Solutions

India's largest pure-play Managed IT Hosting Services Provider, Netmagic Solutions specializes in Internet Datacenter and Managed Hosting, Infrastructure Management, Managed Security, Cloud Computing, Application Hosting, Messaging and Collaboration and Disaster Recovery and Availability services.

- 13 years of expertise providing world-class IT hosting services to over 1000 global clients
- The most comprehensive managed-services portfolio ranging from state-of-the-global-tech cloud offerings to disaster recovery services
- 7 state-of-the-art carrier neutral datacenters totaling 200,000 sq. ft. of hosting space
- Only provider in India with a mission-critical datacenter at Bombay Stock Exchange for 'High Frequency Trading'
- India's only Gold LEED certified datacenter in Chennai
- Datacenter quality so superior, we won the nationally coveted FROST & SULLIVAN DATACENTER SERVICE PROVIDER OF THE YEAR 2011 Award
- ISO 27001, ISO 9001:2008 and ISO 20000-1 certified
- Benchmark-setting 24x7x365 customer support with an escalation matrix that goes up to our CEO, loved by our customers



Netmagic Solutions is backed by the best-known names in the internet world: B. V. Jagadeesh - President & CEO, Virtela and Venture Capitalists including FIL Capital Advisors (India) Pvt. Ltd., Nexus Venture Partners and more recently Cisco Systems and Nokia Growth Partners Advisors India.

### For more information contact

**Paresh Hede, Thomson Reuters at +91 98202 91794 or [paresh.hede@thomsonreuters.com](mailto:paresh.hede@thomsonreuters.com)**

**Girish Panjwani, Netmagic Solutions at +91 99302 02326 or [girish.panjwani@netmagicsolutions.com](mailto:girish.panjwani@netmagicsolutions.com)**



1- 510-870-8474   
+91 22 404 93333   
[marketing@netmagicsolutions.com](mailto:marketing@netmagicsolutions.com)  
[www.netmagicsolutions.com](http://www.netmagicsolutions.com)

### Mumbai

Netmagic Solutions Pvt. Ltd.  
B-2, 2<sup>nd</sup> Floor, Nirlon Knowledge  
Park, Off Western Express  
Highway, Goregaon (E)  
Mumbai - 400 063.  
Tel: + 91 22 4009 9099  
Fax: +91 22 4009 9101