

Press release

IPC chooses Smartoptics to elevate algorithmic trading connectivity

Oslo, Norway – November 28, 2023 – Smartoptics, a leading provider of optical networking solutions, today announced that IPC Systems, a provider of secure, compliant communications and multi-cloud connectivity solutions for global financial markets, has selected Smartoptics to meet high-performance customer requirements for electronic trading. The Smartoptics solution offers low latency combined with simple management, short lead times and competitive pricing.

IPC is a leading fintech service provider serving the financial markets globally with solutions for ultra-low latency electronic trading connectivity. In this high-stakes business, customers require proven interruption-free latency performance, down to the microsecond.

To meet an urgent customer demand in its New York metro network, IPC selected Smartoptics open line system, transponders and muxponders to deliver lower latency 100G Ethernet services. Extensive lab testing confirmed that the Smartoptics solution was able to meet the customer's ultra-low latency requirements.

"Smartoptics not only provided us with lower latency compared to other solutions we assessed but also offered simplified management, shorter lead times, and more competitive pricing," says Jeffrey Britell, Senior Vice President - Global Network Services, IPC. "As a dependable vendor with a stable management team, strong growth prospects, and impressive agility, Smartoptics stands as the best-kept secret in optical networks for algorithmic trading. We anticipate significant growth potential with Smartoptics and plan to expand our deployment of their equipment. We look forward to continuing a close collaboration."

Following the successful deployment in New York, Smartoptics' solutions are also being deployed in Asia where interoperability, usability, performance, and simple installation are key success factors.

"Our products are carefully designed to be high-performance, flexible, and reliable, all the while maintaining maximum simplicity and cost efficiency. This has been proven for the world to see once again by IPC's rigorous testing and successful deployment in a very high stakes use case. Even when there is zero margin for error and tight deadlines to be met, Smartoptics delivers. IPC's feedback and collaboration are valuable to us as we explore this new market segment and continue to build on our initial success," says Magnus Grenfeldt, CEO, Smartoptics.

For more information please contact:

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About Smartoptics

Smartoptics provides innovative optical networking solutions and devices for the new era of open networking. Our customer base includes thousands of enterprises, governments, cloud providers, Internet exchanges as well as cable and telecom operators. We have an open networking approach in everything we do which allows our customers to break unwanted vendor lock-in, remain flexible and minimize costs. Our solutions are used in metro and regional network applications that increasingly rely on data center services and specifications. Smartoptics is a Scandinavian company founded in 2006. We partner with leading technology and network solution providers such as Brocade, Cisco and Dell and have a global reach through more than 100 business partners.

For additional information about Smartoptics, please visit <https://smartoptics.com/>

About IPC

A specialist technology and service leader powering global financial markets for over 50 years, IPC Systems is at the forefront of electronic trading connectivity and state-of-the-art cloud communications, setting the standard for exceptional service, innovation, and expertise.

IPC's customer-first approach is bolstered by an extensive and diverse financial ecosystem that spans all asset classes and connects market participants anywhere in the world for enhanced communication, collaboration, and compliance. Global services include electronic trading, trading communications, and infrastructure-as-a-service solutions.

IPC is ideally positioned to anticipate change and remain aligned with rapidly transforming markets, and to empower customers to adapt to change, now and in the future.

To learn more, visit www.ipc.com, explore our [Insights](#) page and follow us on [LinkedIn](#).