

CASE STUDY

 **DATA EXPLORERS****Financial Information Provider relies on Rackspace**

Data Explorers Limited provides its global client base with quantitative measurement of securities lending, performance and risk. The company is based in New York and London and collects data from a wide range of market participants to create the world's most comprehensive and up-to-date database of information and research on stock lending and short interest.

Security and support are critical

Obviously such a business requires a stable and reliable infrastructure to handle and disseminate the data provided to the majority of the world's leading financial institutions. It goes without saying that their website is a critical part of the information delivery. Data Explorers puts its faith in Rackspace® to ensure optimal uptime, support and performance guarantees in a market where security and service are critical. Jonathan Morris is COO at Data Explorers. "We provide data to the world's leading banks and hedge funds. We needed a hosting partner that matched the industry criteria. We chose Rackspace because of its reputation for security, reliability and support." The ideal 'financial' hosting partner.

The Ideal Financial Hosting Partner

Jonathan Morris revealed that his Rackspace knowledge extends from previous roles in the financial sector, where they are perceived as being the ideal „financial“ hosting partner. This is in part due to their compliance with **SAS70**, an internationally recognised auditing standard developed by the American Institute of Certified Public Accountants. It was specifically designed for technology outsourcing companies. SAS 70 audits IT controls that support the services of a company and provide a reliable third party benchmark to measure potential business partners. In addition to this Rackspace has also achieved the ISO 27001 standard for its highly secure management of stored information.

Controls and safeguards in place

Jonathan added, "Tier one Banks are among our key customers and they expect us to store and disseminate information using the controls and safeguards that have been established to protect the industry and its clients. Rackspace exceeds the standards. The company is recognised in the financial sector as being a good brand with financial stability and levels of service and support that surpass the norm –Fanatical Support™ is not just marketing hype!"



Jonathan Morris
COO
Data Explorers



Trust and mutual understanding

Elliot Hart is Head of Operations at Data Explorers. "Our relationship with Rackspace is built on implicit trust and mutual understanding. The individual support team is highly responsive to our needs and they are always remarkably open and honest in everyday communication and reporting. We enjoy this fresh approach as it enables us to relax in the total confidence that our business is totally safe from shocks and surprises. Rackspace brings a value added factor to hosting beyond the cost of a server; they are equally happy to share in the good times and the bad times. Recently we underwent some controlled expansion and required to establish additional hosting and storage facilities. Through discussions with Rackspace we were able to achieve our aims without drama or unexpected costs, by reaching a new contractual agreement. This was good for Rackspace and perfect for our business expansion plans"

The new hosting solution at Rackspace is based on Microsoft Windows® servers with a SQL server back end as well as all the necessary back-up, storage, and disaster recovery solutions and firewall equipment to ensure total security and reliability. The servers and backup facilities are sited in London and Virginia, USA.

Critical and fundamental to global operations

COO, Jonathan Morris revealed, "The reason that we were so careful in choosing a hosting partner is that we rely totally on the web for the majority of our business. We offer quantitative and analytical data through bespoke software, as well as traditional log-in based market information access. The database architecture deployed is considered to be at the highest end of sophistication, and the fact that we publish details of up to three million transactions twice daily gives an indication of the size and stature of the business. The company is the only global supplier of such information, and as such the website is critical and fundamental to our global operations."

More details on Data Explorers Limited can be found on their website at www.dataexplorers.com. Further information on secure hosting options available from Rackspace can be found at www.rackspace.co.uk or call us for FREE information and advice on **0800 988 0100**.

