



rackspace

Rackspace Customer Story – Financial Services

Trading Point secures returns with Rackspace

Rackspace helps internationally regulated online trading specialist Trading Point to grow with a secure, high performance infrastructure.

Our customer

Trading Point Holdings is an internationally regulated financial institution, founded by market experts with extensive knowledge of the global forex and capital markets. The company has over a million customers actively trading and several more million across its businesses. It is now one of the industry leaders in the retail currency (FX) sector and the brokerage of choice in a number of countries around the world.

How we helped

Trading Point's partnership with Rackspace has enabled the company to transform its infrastructure and practices in line with critical business requirements. It now has a scalable and fault-tolerant platform that enables a fast, highly available and low latency service across the globe.

The obstacles they faced

As a digital-first business, technology is at the heart of its interactions with customers. Every aspect of its operations requires managing internal systems that must work consistently and reliably, all the while remaining completely secure.

What we achieved together

Thanks to the improved security, resiliency and scalability of the infrastructure, alongside the expertise brought through the Rackspace partnership, Trading Point now has the secure bedrock it needs for future growth.



Trading Point achieves secure, high performance FX with Rackspace

Trading Point Holdings is a global online investment brokerage firm dedicated to delivering superior services in currency trading (also known as FX), contracts for difference (CFDs), equity indices, precious metals, energies and CFDs on stocks. Over the past 10 years it has grown rapidly, with several million customers – and a million actively trading – across its trading.com, XM.com, XM Partners and Trading Point Asset Management brands. Now a leader in the retail FX sector, it is the brokerage of choice in a number of countries around the world.

As a digital-first company, technology lies at the heart of every interaction between the company and its clients. Every aspect of the business is underpinned by sophisticated and complex systems. From visits to the website, onboarding clients and the registration of a new trading account, to the actual trading on thousands of instruments offered and the arsenal of tools it provides traders – every element must be developed, tested, monitored and supported by the IT department.

The team also has to manage the large number of internal systems that support the requirements of stakeholders in different functions of the company: from risk management and compliance, to back-office, Know Your Customer (KYC) operations, customer relationship management (CRM) and more.

A strategic partnership for digital-first growth

Like many digital-first organisations, the role of Trading Point's IT team has evolved over the past decade. Where once its focus was on keeping the lights on, now IT is also responsible for developing new services and products, the overall user experience and risk management.

"We're delivering an online service, so we have to keep everything working at an optimum level," explains Andreas Loizides, executive director (CIO) at Trading Point. "That isn't, however, going to help us grow our core business. We also need to develop new services and improve existing ones. Doing both the management of our infrastructure and coming up with new products puts incredible pressure on our internal teams. That's why we needed a strategic partner to take on that management and maintenance role."

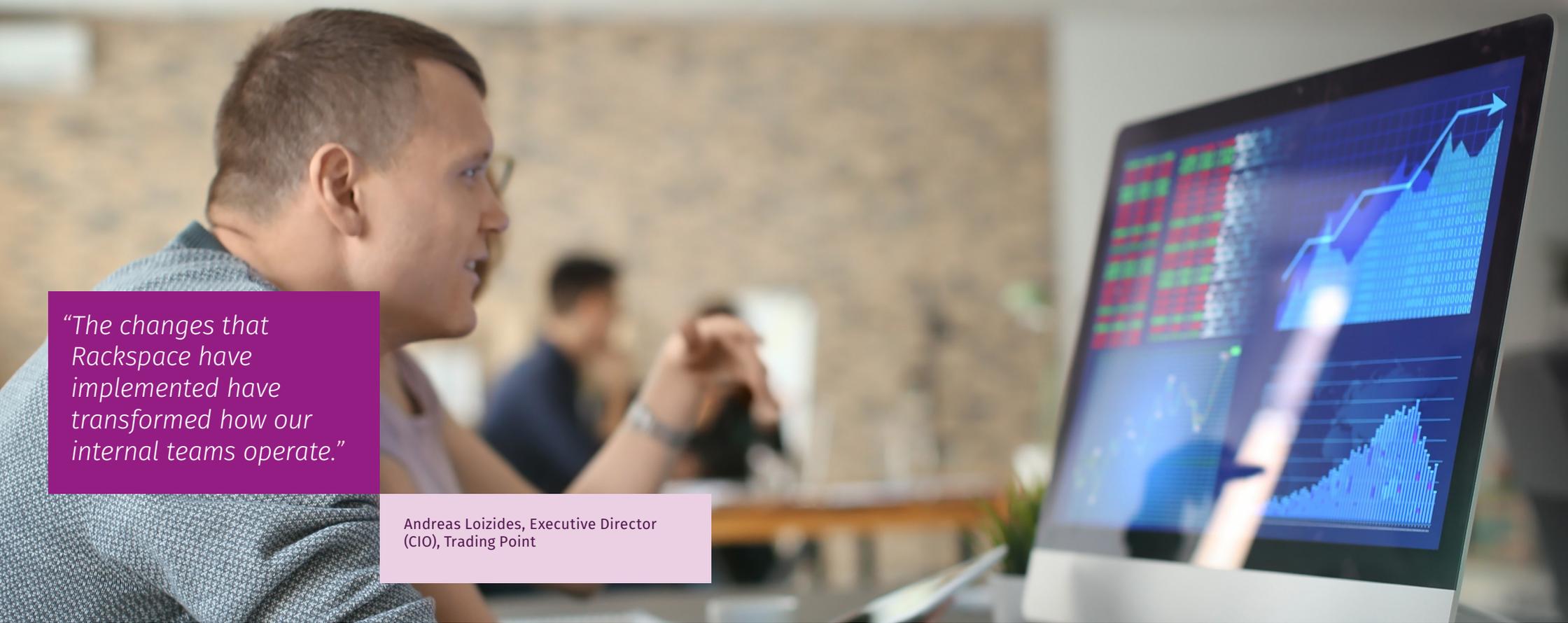
It was particularly important for Trading Point to find an organisation that could maintain the high level of security required to protect the business and its resources from malicious cyberattacks and unauthorised access. As an online financial services company and a household name in many regions, many cybercriminals see Trading Point as a major target. Coupled with the significant fines at stake under GDPR for firms that are breached, Trading Point is acutely aware of the impact that a successful cyber breach could have on the firm.

"We choose Rackspace because it has a track record of market-leading technical expertise and deep security knowledge," says Loizides. "It also has similar values to our own. It's 'Fanatical Experience' exhibits a passion that we feel is reflected in our own approach to customers."



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Andreas Loizides, Executive Director (CIO), Trading Point



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An infrastructure fit for business requirements

To transform Trading Point’s infrastructure and practices in line with its critical business requirements, Rackspace helped migrate the company’s client facing equipment from shared data centres to a dedicated enterprise-grade, state-of-the-art premise. This means Trading Point can now cross-connect to liquidity providers for direct market pricing, as well as engage other strategic partners like Akamai for security and Oracle Cloud’s database management system (DBMS) solution. This new infrastructure is managed by Rackspace engineers with expertise in networking, database administrators and public cloud.

To make sure the platform was scalable and fault-tolerant, Rackspace continuously monitors Trading Point’s hardware and services for performance, hardware and software issues. A multi-level backup policy is also maintained to secure data both on-site and off-site. This approach ensures the FX leader is able to deploy a fast, highly available and low latency service around the globe.

To ensure the security of the new infrastructure, Rackspace helped Trading Point to isolate and secure its Internet Edge infrastructure. While the dedicated infrastructure is maintained internally, the Internet Edge Infrastructure in the data centre was previously shared with other customers. Rackspace and Trading Point

were able to design and implement a custom solution to install a dedicated Internet Edge infrastructure.

As part of its shift towards a robust anti-DDoS solution, Trading Point also purchased its own public subnets, migrating its services across to the dedicated systems and meaning it no longer shared them with other organisations. This has completely isolated Trading Point’s entire infrastructure from both other businesses and the backup data centre, providing added security and reducing the risk of service disruption.

Rackspace has a strong partnership with Akamai, giving Trading Point access to the latter’s portfolio of services. All aspects of the setup and provisioning of the service

were handled by Rackspace, as well as working with Akamai on the continuous operational management of the service, on behalf of Trading Point.

For Trading Point, being able to easily access expertise, without significant upfront employee investment, is vital. Loizides says, “The changes that Rackspace have implemented have transformed how our internal teams operate. Now we are focusing on core business issues, while Rackspace can bring in experts like Akamai as and when required, and the job is just done.”



Secure, reliable, scalable

The strategic partnership with Rackspace has delivered significant improvements to the performance, security, reliability and scalability of Trading Point's services.

The company has also benefited from the wealth of expertise at Rackspace, particularly for specialist skillsets that are difficult to find. Additional help is always on hand for maintenance and improvements, with Rackspace's 24/7 'Fanatical Support' greatly valued.

"Rackspace is a strategic partner that allowed us to grow, focus on our core business and competencies without having to worry about the management of our infrastructure. It's meant we can sleep well at nights," says Loizides.

A foundation for the future

Trading Point have recently looked to expand into the US market and looked again to Rackspace to assist with this. Whilst Rackspace have multiple data centres across the US, Trading Point wanted to be in a very specific DC in New York. As part of Rackspace's fanatical promise and close strategic partnership with Trading Point, they were able to provision a fully managed and secure solution in a non Rackspace DC to continue deliver a seamless experience to Trading Point. They were also able to provision a connection into AWS to supplement the dedicated infrastructure in New York, which will also be fully built and supported by Rackspace, all wrapped under the Rackspace fanatical support banner. Demonstrating Rackspace's truly agnostic and multi platformed approach.

With all these large-scale projects and deployments running in parallel, Rackspace also provided Trading Point with a "project manager as a service" to support their internal team with managing and driving forward all projects to a close. This again demonstrates the breadth of Rackspace's services, and commitment to delivering the best outcomes for their customers.

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Andreas Loizides, Executive Director (CIO), Trading Point

Now that the organisation can focus on its core business, Trading Platform is looking at what the future holds and how it can unlock further growth. For Loizides, that means cloud computing. He concluded, "Further to the breadth and depth of engineering expertise it has to offer to us, Rackspace supports our strategic goal to move certain infrastructure in the public cloud. In fact, we have access to a dedicated team of cloud experts to help us implement the switch. We see Rackspace as a long-term strategic partner, who will continue to support, audit and manage our cloud infrastructure, without bias towards cloud providers and allowing us to continue focusing on our core business."

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximise their IT investments. As a recognised Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace has been honoured within the top 100 Great Places to Work for more than a decade.

Learn more at www.rackspace.com

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