



Customer Snapshot: NYFIX

Raritan IP-Reach™ TR-Series Saves the Day for Financial Technology Company

The Challenge

Headquartered in Stamford, Connecticut, NYFIX develops and markets advanced electronic trading systems to brokerage firms, international banks and global exchanges trading in equities and derivative instruments. The Company's NYFIX Network enables users to electronically communicate trade data among the buy-side, sell-side, and exchange floor environments. Nearly 50 percent of the companies represented on the New York Stock Exchange floor are using the NYFIX wall-mounted, touch-screen terminals to electronically process stock orders in seconds - a great improvement compared to the archaic paper methods still used today. The company has even taken their technology to the next level by having runners use handheld PCs to track stocks, place orders and complete transactions - all from the NYSE floor.

NYFIX is one of the financial community's fastest-growing intranets. With more than 500 high-speed intranet circuits and 1,000 alternative routes, NYFIX processes approximately 400-750 million shares of equity order flow on a daily basis.

In June 2001, Sean Lentner, VP of Internet Technology of NYFIX, needed a remote KVM solution to access the company's hundreds of mission-critical servers and network devices. "When we migrated to Wintel servers, we realized that the administrator could neither access the hardware to reboot at the BIOS-level nor disable serial ports, RAID containers, and certain CPU functions," said Lentner. "These functions would require an administrator to drive 100 miles to our remote data centers, wasting valuable time and resources working with Terminal Services to reconfigure each server box."

Customer:

NYFIX

Challenge:

Financial technology company needed BIOS-level remote access to hundreds of servers and other devices

Solution:

Raritan's Paragon / IP-Reach TR Series remote KVM solution

Benefits:

NYFIX avoided the costs of hiring extra IT personnel at remote data centers, made existing operations more efficient and added the capability of emergency access to its servers



“Our customers were amazed with the lightning fast response time required to deploy new servers that day [9/11] using the IP-Reach.”

The Solution

"Initially, we used a Dell-branded Apex [Avocent] switch and we were very unhappy with the fact that we needed to use bulky cable from start to finish. This made the deployment of thirty 1U servers a nightmare, due to the space constraints in our data centers," said Lentner.

Lentner's frustration with the Apex KVM solution came to an end when Rackit® Technology Corporation (www.rackittechnology.com), a Raritan authorized reseller, introduced him to Raritan's award-winning Paragon® with Cat5 Simplicity™ and the IP-Reach™ TR-Series remote access option. "We gave up on this [Avocent] solution and opted for the Raritan product because we could simply use RJ45 cables and the Computer Interface Modules to connect all the servers to the Paragon," he said. "With our previous solution, we needed to know each machine's IP address in order to connect to the remote console GUI. This became a headache, not a solution. With Raritan, we consolidated all the servers into one IP-Reach and Paragon switch, which made it easy to manage the entire server farm using a multi-tiered configuration." Lentner worked through Rackit Technology to deploy the Raritan KVM solution. Rackit Technology offers IT professionals an array of expert solutions to manage LAN and data-communication hardware, making network environment effectively manageable, easily accessible, safe and well maintained, and adaptable to changing requirements."

According to Lentner, the value of the IP-Reach truly became apparent during the 9/11 tragedy. At the time, NYFIX was in the initial stages of using the IP-Reach with their ASP model. When 9/11 occurred, Lentner and his team used the IP-Reach to shift data from the New York-based servers compromised by the incident and reconfigured the servers in their two data centers in New Jersey to process the transactions. "Our customers were amazed with the lightning fast response time required to deploy the new servers that day using the IP-Reach," said Lentner. Several days after 9/11, NYFIX appeared in front of Congress to explain how their data centers were less susceptible to potential terrorist attacks

versus other financial technology companies whose data centers are located in major metropolitan areas -- the security and flexibility of IP-Reach was prevalent in this presentation.

Paragon provided superior performance, Cat5 Simplicity, and 100% server availability for BIOS-level troubleshooting and even re-booting. And with IP-Reach's 128-bit SSL-encrypted remote access, the final solution offered secure, non-blocked multi-user access without compromising security. According to Lentner, on one occasion there was a problem with Terminal Services on a server in one of the New Jersey data centers. From his office in Stamford, he was able to use IP-Reach at the BIOS-level to rebuild the server remotely and move a group of customers seamlessly to another server in the same data center.

The Results

NYFIX has been very satisfied with the Paragon/IP-Reach solution. "The IP-Reach completes what pcANYWHERE and Terminal Services cannot - provide access to servers at the BIOS-level even when the network goes down," said Lentner. "IP-Reach acts as a standby resource in some instances and as an active one in others."

NYFIX has realized significant savings in staff that would have been needed in the remote data centers. Plus, Lentner's IT security staff based in Pennsylvania can access the servers in the New Jersey data centers as well.

The Future

The catastrophe of 9/11 has had an adverse impact on financial technology companies whose customer data may be at risk. Using Paragon and IP-Reach as the centerpiece, NYFIX developed a Disaster Recovery product specifically designed for these "worst case" scenarios.

**When you're ready
to take control,
do it with Raritan.**

**Call 1-800-724-8090,
visit www.raritan.com,
or contact a Raritan reseller.**

Raritan Computer, Inc., founded in 1985, is the leading provider of KVM (keyboard/video/mouse) and remote management solutions for access and control of servers and other network devices. With 18 consecutive years of profitable growth and technical innovation, Raritan makes products that are used to control millions of servers at more than 35,000 network data centers, computer test labs, and multi-workstation environments around the world. From the small business to the enterprise, Raritan's complete line of compatible and scalable KVM and remote connectivity products offers IT professionals the most reliable, flexible, and secure out of band solutions to manage data center equipment, while improving operational productivity.