



ACTIV FINANCIAL INC JOINS BT RADIANZ CLOUD

ACTIV Financial Inc, a leading financial market data vendor, today announced that as part of a drive to expand its customer base, it has joined the [BT Radianz Cloud](#), one of the world's largest financial cloud communities.

The move provides ACTIV with access to a global community of thousands of financial services institutions who consume and distribute applications and services via their secure and resilient managed Radianz Cloud connections. Firms can now quickly and easily access ACTIV's global real-time, multi-asset financial market data solutions via BT Radianz Services, helping them reduce cost and control operational risk.

With increasing compliance pressures, financial services firms are looking for secure and robust ways to access mission-critical and enterprise applications and services. They are also seeking the convenience of accessing multiple services over a single managed connection, benefiting from cost savings and operational efficiencies.

By outsourcing connectivity to the Radianz Cloud, ACTIV can leverage BT's expansive international footprint to offer firms a full range of global, direct and consolidated market data feeds. These can range from on-demand ultra-low latency feeds to large scale distribution.

Mike Misiaszek Global Head of Sales, ACTIV Financial Inc, said: "ACTIV continues to expand exchange coverage as investment banks, proprietary trading firms and hedge funds increasingly choose to adopt a low-latency high-value pricing feed. By making our services available via the BT Radianz Cloud community and its ready-made market place, the reach of our feeds will increase dramatically, helping us to grow our global exchange connectivity."

David Payne, chief operating officer, Global Services UK and global banking & financial markets and managing director, Radianz, BT, said: "With a presence of more than 100 trading venues across 64 countries, the BT Radianz Cloud community offers service providers the potential to find new pools of liquidity to drive growth of their customer base and service uptake. The Radianz Cloud aligns with the requisite operational, technical, commercial and security practices of the financial markets making it easier for providers to deliver their services and address compliance challenges. We look forward to working with ACTIV to attract new customers that require market data services."



About ACTIV Financial

ACTIV is a global provider of real-time, multi-asset financial market data and solutions. ACTIV offers neutral, managed services for buy and sell-side firms and technology providers seeking a complete market data solution that encompasses both global content management and data delivery. With coverage spanning more than 200 equity and derivatives exchanges around the world, ACTIV is the only truly end-to-end, independent market data utility in the industry. Founded in 2002 by market data specialists, the firm is privately owned and has offices in Chicago, New York, Tokyo, Singapore and London.

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