## Introduction

Data centres can make the critical difference for buy-side financial services organisations. Whether practicing High Frequency Trading (HFT), Smart Order Routing (SOR) or both, getting the infrastructure right or wrong can make or break millions of pounds. So how can you tell if your data centre is working as hard as it should be for your business?

By looking at five key areas, location / latency, Total Cost of Service (TCS), on-ramp to cloud, connectivity and security, you can ensure your data centre is bringing you the best competitive advantage. This infopaper examines each area in turn so you can make an informed decision and choose the most effective, efficient data centre that is right for you.

