

# INFORMA GLOBAL MARKETS ACCELERATES REAL-TIME FINANCIAL INFORMATION SERVICES WITH APPLICATION ACCELERATION

## Summary

**Industry:** Financial Information Services

**Challenge:**

- Replicate commentary on financial markets across three continents—Europe, Asia, and North America—in real time
- Ensure the success of a new mission-critical content application by eliminating global WAN latency issues

**Selection Criteria:** Evaluated products from four vendors for high performance and efficient operations before selecting Juniper Networks for its best-in-class application acceleration platform.

**Network Solution:**

- WXC590 and WXC250 Application Acceleration Platforms
- WX Central Management System

**Results:**

- Replicate real-time financial news and analysis information among three global data centers
- Delivered fast and consistent application response and improved database replication performance by 10X to 20X
- Avoided costly global WAN upgrade
- Immediate positive feedback from the company’s market analysts who rely on the application to provide customers with timely financial news and analysis

For more than 30 years, Informa Global Markets (IGM) has been at the forefront of delivering real-time independent news and analysis of global financial markets. More than 2,000 financial institutions across 60 countries—including investment banks and brokerages—subscribe to IGM’s services, which are provided by a staff of over 200 located in world financial hubs such as New York, London, Singapore, Tokyo and Hong Kong. With its global reach, IGM is well poised to maintain capital market coverage 24-hours a day. It provides real-time analysis for foreign exchange, fixed income, money markets, emerging markets, corporate bonds, interest rate swaps and more.

## Challenges

The around-the-clock nature of IGM’s business means that information needs to be disseminated to all locations in real time. “We have financial analysts spread across Europe, Asia and North America and we need to replicate our commentaries across those locations in real time,” says Sonny Pham, global IT director at IGM.

Recently, IGM began rolling out a new Web-based content management application for the company’s financial analysts. Analysts located in Singapore, London or New York rely on the content management system to create financial news and analysis, which is then captured in a state-of-the-art Oracle database and needs to be replicated immediately to the other locations. Naturally, for an application like this one speed is of the essence—and therein lies the rub. “Database replication is bandwidth-intensive, especially over a global network, which led us to an evaluation of Web acceleration and bandwidth compression technologies,” says Pham.

## Selection Criteria

IGM needed to reduce the effect of global network latency. Pham and his team compared four leading application acceleration products and put two vendors on the shortlist for hands-on evaluation. “We evaluated the products for high performance, resiliency and technical manageability,” says Pham.

Pham was familiar with Juniper’s high performance, best-of-breed solutions. “Juniper helped us put together a proof-of-concept,” he says. “The Juniper sales team sent us overnight three WXC units for evaluation in our Asian, European and American offices, and we conducted an extensive evaluation in a real-world environment.”

Juniper’s responsiveness, along with the high performance and operational ease of the Juniper Networks® WXC Series Application Acceleration Platforms, led IGM to select Juniper Networks.

## Solution

IGM chose the Juniper Networks application acceleration platforms to improve application response time and optimize WAN efficiency by accelerating the delivery and performance of applications. The first phase of the deployment called for installing the WXC590s in each of the company's three data centers.

"As a real-time financial information service, we need high levels of resilience and physical redundancy. WXC Series met our needs, with dual power and dual hard drives and plenty of performance headroom," Pham says. Pham also liked that the WXC Series is a purpose-built appliance, rather than software running on an off-the-shelf server, because of the higher resiliency and stability.

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Sonny Pham,  
Global IT Director, Informa Global Markets

The WXC Series, along with the WX CMS, help businesses meet their critical initiatives through the WX Framework. The WX Framework integrates several interdependent technologies, including next-generation compression; sequence caching; TCP, application- and protocol-specific acceleration; bandwidth management; path optimization; and management and visibility. The WXC Series also has on-board hard drives to store repeated data patterns, which speeds the transfer of large files by eliminating repetitive data sequences. When these functions work in concert, rather than as part of discrete point products, IT can achieve the greatest success in using applications to accelerate a competitive business advantage.

Ongoing operations have been smooth. "The WXC was almost plug-and-play after the deployment," says Pham.

IGM uses the Juniper Networks WX CMS, a powerful solution for centrally managing, monitoring and configuring the WX Series throughout the enterprise. The WX CMS delivers a unified view of applications and WAN link performance, including statistics on compression, application acceleration, WAN utilization, quality of service (QoS) and bandwidth allocation. "We use the WX CMS to capture historical analysis and trends across multiple sites," Pham says. "We also use it to manage WXC software upgrades and configurations centrally."

## The Results

IGM benefited from the Juniper deployment immediately. "When we flipped the switch on the Juniper application acceleration platforms, the Oracle replication happened almost instantly," he says. "With the addition of Juniper, we avoided a bandwidth upgrade."

In terms of numbers, IGM's average performance improvement was 10 to 20 times the effective capacity on a DS-3. In addition to improving the effective performance of the Oracle replication, the WXC Series has improved the performance of IGM's email, file services and other Web-based and client-server applications that run over TCP.

IGM analysts provided immediate positive feedback. "As soon as we went live with Juniper application acceleration, our analysts in different geographies could immediately see the commentary of the analysts in the other regions, which ensured productivity for our employees and timely market analysis for our customers."

Pham credits Juniper's sales and pre-sales teams for the great success of IGM's deployment. "Juniper gave us a wealth of education and resources very quickly, including sending three evaluation units overnight to three different continents, which really impressed us," he says. "We couldn't have asked for anything more. A combination of our thorough planning and implementation and Juniper's presales engineering team should be credited for this success."

Pham stressed that the Juniper team provided support not only throughout the evaluation process but also after deployment. "The Juniper team doesn't walk away when the sale is made," Pham says. "They told us they will be here anytime they are needed to work with our engineers on technical issues, product training or anything else. And they have been."

## Next Steps and Lessons Learned

Based on the success of the first phase of its application acceleration rollout, IGM plans to install redundant WXC Series Application Acceleration Platforms. "In the second phase, we'll deploy an additional WXC Series platform in each of our three locations for greater physical redundancy," Pham says. "One device will be connected to a primary circuit, and the new device would be connected to a secondary circuit, so we will have internal redundancy for the box itself as well as a stand-by WXC for even higher resilience."

Pham adds that IGM also has a remote location site that's not part of the data center, which will likely be the recipient of one of Juniper's WX Series with fewer capabilities. "This will give this non-data center location a level of application acceleration, so that users there can work without network interruptions to their productivity," he says.

## About Juniper Networks

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at [www.juniper.net](http://www.juniper.net).

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