

Fixnetix Relies on Rackwise DCiMX to Plan Data Centre Expansion

Folsom CA, 27th February 2013

Rackwise, a leading developer of data centre infrastructure management (DCIM) software and service solutions, today announced that Fixnetix is expanding its current deployment of Rackwise DCIM solutions to include Rackwise DCiMX to manage critical information technology infrastructure supporting and driving its exponentially growing global business.

To better support its rapid business growth and corresponding IT infrastructure expansion, Fixnetix cited enhanced visibility into data centre asset and power tracking, management and control among the critical objectives of its present and prospective DCIM strategies. In reviewing products currently available, Fixnetix determined the advanced reporting capabilities and other features and functionalities of the Rackwise DCiMX offering to be the superior solution, yielding enhanced insight and control necessary to fulfil its responsibilities as Vendor of Record and Network Service Provider for the majority of exchanges in Europe and a growing number in North America. Additionally, the visibility and control available with Rackwise DCiMX enables Fixnetix to evolve its internal and co-located IT infrastructure more cost-effectively, utilizing the reporting and modelling capabilities inherent in the Rackwise solution.

Hugh Hughes, Chief Executive of Fixnetix, comments “Fixnetix’s growth continues to push the need to expand and optimize our investment in IT. Our DCIM strategies include extending the lives of our current data centres by maximizing financial and operational efficiencies while we analyse and plan for additional IT resources. Clear visibility into our existing IT asset inventories and our ability to track and model them is essential to implementing these strategies, as is our ability to efficiently monitor, track and manage our power utilization. After reviewing available alternatives, we believe that Rackwise DCiMX offers superior features and functionalities and a robust reporting subsystem to best enable us to cost-effectively manage our present operations as well as plan and deploy requisite additional IT infrastructure.”

Mr. Guy A. Archbold, Rackwise Chief Executive Officer, adds “We are delighted that Fixnetix, one of the fastest growing European companies delivering technology-based managed service solutions, has chosen to utilize Rackwise DCiMX to support its data centre expansion in meeting its rapidly evolving business needs. Providing managed services for ultra-low latency market data, trading, and risk control to the top echelons of the global trading community requires Fixnetix to maintain a stable, secure yet highly flexible IT infrastructure. Our Rackwise DCiMX solution, with its advanced reporting subsystem and other enhanced features and functionalities, provides Fixnetix the critical decision support tools and metrics essential to effectively manage and expand its computing infrastructure while maximizing cost and operational efficiencies. This expanded deployment of the Rackwise solution demonstrates that our innovative real-time systems monitoring solutions are essential in maximizing existing IT resources and cost-effectively planning for expansions and additions across the computing infrastructure, enabling customers to achieve their reliability goals, discover hidden capacity, and optimize investments in their IT infrastructure to support business growth.”

About Fixnetix

Founded in London in 2006, Fixnetix is a leading Managed Service Provider for the global financial community. Over the last eight years, Fixnetix has built a reputation as an award winning international technology vendor, supplying outsourced services for ultra-low latency

trading, market data, hosting, infrastructure connectivity and risk management to prominent Investment Banks, Hedge Funds, Proprietary Trading Groups, Start Ups and Exchanges worldwide.

For more information visit: www.fixnetix.com

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