

# An Overview



## BE PART OF SOMETHING GREATER

The Australian Liquidity Centre (ALC), Australia's only purpose-built finance data centre, puts the brightest businesses at the heart of the financial markets community. Built to exceed the rigorous demands of the industry, this revolutionary centre enables all its customers to connect with the markets and each other like never before.

**BEING PART OF THIS INCREDIBLY  
SOPHISTICATED TECHNOLOGICAL  
CENTRE CREATES ONE SIMPLE BENEFIT  
FOR YOU AND YOUR COMPANY;  
GENUINE BUSINESS ADVANTAGE.**



---

# A COMMUNITY ADVANTAGE

The ALC is engineered to facilitate collaboration and mutual benefit. When you're part of this financial hub you can gain access to the specialist community within. With a range of community members such as buy and sell-side firms, market infrastructure and liquidity venues, information and technology vendors, and infrastructure and network service providers, you can take advantage of a completely unique offering.

## A CONNECTED ECOSYSTEM

With over 100 customers already part of the ALC, and over 200 financial market specialists from across the world connected via ASX's low latency network, the ALC provides the deepest connection to liquidity venues and the financial markets.

And as the ALC is truly flexible, we can configure cabinet, racking and connectivity solutions to meet ever-changing business and technology needs.

## COMBINED STRENGTH

Both the ASX Trade and ASX Trade24 matching engines are located within the ALC. By colocalizing in the ALC, you can receive the fastest access possible to ASX market data and all ASX markets. You'll gain competitive business agility whilst also reducing complexity in the process. The ALC is open to any and all financial markets firms and is competitively priced with services tailored to your specific needs.

## EQUAL BENEFIT

Every customer connected to ASX's matching engines uses the same length cable. So no matter where your cabinet is located within the ALC, no one will have the competitive edge over you.

And as the ALC is a carrier-neutral data centre, you can use the telecommunications carrier of your choice to connect to external sites including domestic and global liquidity sources. ALC customers also have the option of connecting to ASX Net and ASX Net Global, ASX's own low latency networks.

## BEST-IN-CLASS SECURITY

Security and the safety of your business is our priority. That's why the ALC is a state-of-the-art Tier-3 designed data centre.

The ALC is guarded by 24/7 onsite security with biometric access, cameras in all access points and along every row of the facility, and electronic locking solutions fitted to all cabinets.

## ADDITIONAL ADVANTAGES

**Uninterrupted power supply** with the DRUPS system (Diesel Rotary Uninterruptible Power Supply) and all power systems monitored and tested on site and remotely.

**Latest fire protection technology** including VESDA (Very Early Smoke Detection Apparatus).

**Round the clock support** with engineers, technicians and customer care specialists available 24/7.

**Put your business at the heart of the financial markets –  
book a private onsite tour of the ALC**



[asx.com.au](http://asx.com.au)



[adam.bradley@asx.com.au](mailto:adam.bradley@asx.com.au)



+61 (0)2 9227 0234

# CONTACT INFORMATION

To hear more about how you can become part of the leading financial community at the ALC, please contact us:

## Adam Bradley

Head of Sales  
Australia

**T:** +61 2 9227 0234

**E:** adam.bradley@asx.com.au

[asx.com.au](http://asx.com.au)

 Follow us @ASX



This document is for the purpose of outlining services in relation to the ASX Australian Liquidity Centre at the ASX Gore Hill Facility. The services outlined may be subject to change at any time without notice. ASX Limited (ABN 98 008 624 691) and its related bodies corporate ("ASX") makes no representation or warranty with respect to the accuracy, reliability or completeness of the information. To the extent permitted by law, ASX and its employees, officers and contractors shall not be liable for any loss or damage arising in any way (including by way of negligence) from or in connection with any information provided or omitted, or from anyone acting or refraining to act in reliance on this information.

© Copyright 2014 ASX Limited ABN 98 008 624 691. All rights reserved 2014.

ASX0006A 06/14