

# Staying Competitive in Global Financial Markets:

30

## A Spotlight on Brazil

Brazil is one of the fastest growing economies in Latin America, with a booming commodity-rich financial market that plays host to many international financial institutions. With the consolidation of the Brazilian Mercantile and Futures Exchange (BM&F) and the São Paulo Stock Exchange (BOVESPA), now known as BM&FBovespa, Brazil has emerged as an important powerhouse in the financial world, operating as the second largest Exchange in the Americas and one of the world's largest exchanges in terms of market value. Countless trades and transactions are made every day to and from the Americas; and financial firms seeking to leverage this strong growth, and remain competitive in the global financial marketplace need to rely on a secure, fast, low latency network infrastructure.

The combination of fiber-optic equipment, distance and network expertise can translate into shaving milliseconds off the speed of a trade or financial transaction. Millions of dollars lost or gained are now dependent upon the ability for financial firms, trading houses, exchanges and market data providers to connect and transport critical information at lightening fast speeds within a secure environment. By partnering with a carrier that truly understands the requirements of the financial marketplace and that can protect mission-critical information, financial firms can ensure that every millisecond is optimized across their transactions.

Forward-thinking companies like GlobeNet are leading the way for financial firms throughout the Americas to be and remain competitive. GlobeNet is a provider of international wholesale data services connecting North and South America. By deploying reliable, state-of-the-art services over its lowest latency routes, GlobeNet partners with its carrier customers to deliver low latency services to the financial marketplace - providing the ultimate competitive advantage.

Operating over 22,000 kilometers of subsea fiber-optic cable utilizing the latest in technology, GlobeNet proactively engineered all of its network segments with the lowest latency in mind - even before 'low latency' became the buzz word for the financial markets.

As part of its advanced fiber-optic cable system, GlobeNet engineered and deployed an express route from Wall Street in NYC direct to BM&FBovespa in São Paulo, Brazil which delivers low latency in less than 110 milliseconds - the fastest path currently available. In addition, GlobeNet connects NASDAQ at 1400 Federal Blvd. in New Jersey directly to BM&FBovespa with a low latency of less than 112 milliseconds; or via an even faster route with an ultra low latency route of less than 108.5 milliseconds. Critical data is transported across these key routes securely and with 99.99% availability, in between continents. GlobeNet's strength and reach in Brazil is further evidenced by their cable landing stations in Fortaleza and Rio de Janeiro with multiple on-net locations in between - delivering advanced international capacity end-to-end throughout the region.

GlobeNet recently completed a 200 Gbps upgrade of its submarine fiber-optic network, and is planning an additional upgrade that will offer more than 1.2 Terabytes of total capacity. These latest network investments are beneficial to the global financial market, providing an optimized cable system prepared for today and tomorrow's spike in data transmission, high-speed trading applications and any bandwidth needs.

In today's interconnected world, it's clear that to remain competitive, a region must have reliable access to the rest of the world, with bandwidth routes purpose-built to offer speed and security. With GlobeNet's high capacity connectivity, including low latency express routes, carrier's serving the financial firms can rest assured their mission-critical data is delivered securely and as fast as possible.

For more information, please visit [www.GlobeNet.com](http://www.GlobeNet.com) or contact [marketing@GlobeNet.com](mailto:marketing@GlobeNet.com).



Connecting you to the Americas.