

## Cross Trade Selects Beeks Financial Cloud to Power New Trading Platform

“The objective of Cross Trade is simple: Empower both retail and institutional investors to leave Wall Street behind via a seamless weekend and holiday trading platform. To power our technology, we chose Beeks Financial Cloud’s Private Cloud solution for its across-the-board performance benefits, including optimized solution architecture, low-latency network route optimization, and superb managed services experience.”

Larry Bolton, Chief Executive Officer, Cross Trade

### About Cross Trade

Beeks customer Cross Trade hosts an online community of investors seeking to buy and sell directly. The company’s forthcoming platform will enable retail investors to engage in trades during market-closed hours, specifically weekends and holidays. The exclusive trading platform will also be available for institutional investors to make large trades.

Cross Trade CEO Larry Bolton created the platform as an alternative for investors to directly and promptly share order books with peers online and make trades without paying extra fees to market makers and exchanges. All S&P 500 stocks will be available for trading when the platform launches later this year in North America.

A planned expansion to top Asian exchanges is also in the works. Canadian and U.S. investors may register for the platform and learn more at [www.ctraex.com](http://www.ctraex.com)

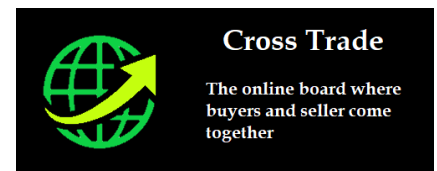
### Why Beeks Dedicated Private Cloud

A performant infrastructure solution for a FinTech application has to check many boxes. At the top of the list are information security, dedicated compute, global scale, high availability and ultra-low latency. After vetting other cloud and dedicated hosting providers, Bolton landed on a custom-designed Beeks Private Cloud (PC).

“To power our technology, we chose Beeks’ Private Cloud solution for its across-the-board performance benefits, including optimized solution architecture, low latency network route optimization, and superb managed services experience,” said Bolton.

Hosted in ultra-compliant Equinix datacenters across the globe, Beeks’ PCs are isolated, secure compute environments ideal for complex architectures and strict compliance needs.

Beeks Private Cloud solutions are built on Arista (for low latency) and Juniper technologies, close to the network edge for a better user experience. Customers will use VMware vCenter™ on their application stack. Environments are accessible via Beeks’ out-of-band private network for offline administration and management. Best yet, each PC is fully-managed by Beeks’ global support team, allowing innovators like Bolton to focus on their core business.



### Beeks Financial Cloud and Equinix

- Equinix connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centres. In 52 markets across five continents, Equinix is where companies come together to realise new opportunities and accelerate their business, IT and cloud strategies.
- Together, Beeks Financial Cloud and Equinix offer low latency compute and connectivity options for financial market participants, enabling global same day, consumption based, Infrastructure-as-a-Service (IaaS) deployment.