



## MEDIA RELEASE

### **ASX welcomes PRO IT as the newest Managed Service Provider to join the rich and diverse financial markets community in the Australian Liquidity Centre**

- *ASX welcomes the addition of PRO IT, further enriching the thriving ALC community*
- *PRO IT is an Australian IT services provider with a unique focus on financial markets*
- *PRO IT will offer expert support and bespoke IT services to existing and new customers within the ALC*

**Sydney, Friday 15<sup>th</sup> April, 2016** - The Australian Securities Exchange (ASX) and PRO IT, a provider of data centre infrastructure support services, today announced that PRO IT will be co-locating in the Australian Liquidity Centre (ALC), ASX's state-of-the-art data centre.

ASX is one of the world's leading exchange groups, ranked among the top 10 by market capitalisation. It has a diverse and growing global customer base, with over 100 positioned within the ALC. The introduction of PRO IT as a Managed Service Provider will offer expert support and bespoke IT services to existing and new customers wishing to locate themselves at the heart of the Australian financial market.

PRO IT have been in operation since 1999, with a focus on providing IT infrastructure services to the finance industry. It has a broad reach across several Australian capital cities and a growing offshore capability enabling the company to engage with firms looking to enter the Australian market. Organisations within the ALC will be able to enjoy a suite of innovative and high availability services specifically tailored for the rigorous demands of the industry. Private cloud, Infrastructure as a Service, Multi-tenant hosting and Remote hands, will make doing business for PRO IT customers in the ALC extremely efficient and robust.

PRO IT Managing Director, Bekir Kilic said today "we have previously supported a number of firms with their transition and relocation into ASX's ALC from other data centres. We are now very much looking forward to extending our infrastructure services and private cloud platform into the ALC. With the ALC housing the highest concentration of financial market-related organisations in one Australian data centre, implementing our capabilities in the same location was an easy decision to make. The revolution of Australian FinTech is also opening up opportunities to bring new ventures into the ALC community with start-ups looking to tap into the vast sums of financial and economic data being created there."

David Raper, ASX Executive General Manager Trading Services, said "ASX is pleased to welcome PRO IT into the ALC community. It's a great example of a successful Australian IT services provider who's professionalism and vast experience will bring value to our mutual customers. In this ever more competitive landscape where organisations are pursuing avenues to reduce cost, complexity and risk, PRO IT has a track record which could help firms address those drivers while increasing business agility."

– ENDS –

## **The Australian Liquidity Centre**

ASX's Australian Liquidity Centre (ALC) is a purpose-built, state-of-the-art data centre providing ALC customers with a range of communication, execution and information services including the most secure and fastest possible access to all ASX liquidity – ASX Trade Match, ASX Centre Point and ASX 24.

The ALC is positioned at the heart of Australia's financial markets, housing and connecting a broad community of users in one financial marketplace. It facilitates cost savings by aggregating a full range of services to achieve economies of scale.

There are currently close to 100 customers at the ALC including international investment banks, Australian brokers, market makers, proprietary firms as well as data vendors, software and system vendors, and all major telecom carriers.

The ALC provides co-location services and data centre space to customers, allowing them to place their infrastructure (such as trading equipment and related technology) in cabinets within the same physical data centre as the ASX and ASX 24 primary matching engines. This provides clients with efficient access to market data and trade execution on ASX and ASX 24 markets.

More information about ALC can be found at [www.asx.com.au/ALC](http://www.asx.com.au/ALC)

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## **PRO IT**

PRO IT was founded in 1999 to provide an alternative to the conventional IT support and outsource services to the Australian & Multinational Financial and Media markets. While maintaining a core enterprise client base PRO IT has expanded its capability to act as "Smart Hands" and "Remote Hands" for Global & ANZ Service Providers and Technology vendors.

With the growing demand in market for cloud enablement, Service Providers are looking for specialist, qualified partners to deploy and support the associated infrastructure. PRO IT fulfils this niche providing turnkey solutions with a personal, flexible and cost effective approach.

Our client base includes International and Australian financial institutions, Telcos, a Tier 1 global software and cloud companies, and multiple global technology vendors.

PRO IT service coverage encompasses the geographic territories of Australia, New Zealand and Asia including Singapore, Malaysia and Hong Kong.

Over 90% of our customers have been established through recommendations and referrals. We have a proven solid reputation in the industry and provide excellence in service delivery to the prospective customers.

### **PRO IT CORE SERVICES**

- 24x7x365 Remote and Onsite Support
- Outsourced and Managed IT Services including Cloud
- Data Centre Infrastructure deployment
- Data Centre Relocations
- Data Centre Colocation
- Field Support, Break Fix and IMAC Services
- Procurement & Warehousing
- Account, Project & Vendor Management
- Pre sales technical and solution expertise
- Remote Hands
- Smart Hands
- Professional Services

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