

## Infocast Taps Into IBM Cloud to Help Brokerage Firms Across Hong Kong and the Mainland Capture New Market

*Infocast to Host New Securities Trading As-a-Service  
On IBM SoftLayer Hong Kong Data Center*



Hong Kong, Aug 06 2014 – IBM (NYSE: IBM) today announced that Infocast Limited (Infocast), a Hong Kong-based leading financial information technology supplier, has selected IBM Cloud to launch its new “InvesTrade Securities Trading-as-a-Service” (InvesTrade) to help brokerage firms capture new market opportunities from the upcoming launch of Shanghai-Hong Kong Stock Connect.



Infocast will host next generation trading platform InvesTrade at IBM SoftLayer’s Hong Kong data center, directly serving the needs of thousands of brokerage firms across Hong Kong and the Mainland.

Jointly announced by the China Securities Regulatory Commission and the Hong Kong Securities and Futures Commission earlier this year, Shanghai-Hong Kong Stock Connect is a pilot programme establishing market access to eligible stocks between Hong Kong and the Mainland. It will allow cross border trades and stock settlement via the exchange and clearing house in local markets.

Built on a proven trading engine operating on IBM Softlayer’s world-class private cloud infrastructure, Infocast InvesTrade is a subscription-based, ready-to-go trading service that requires zero capital investment and allows brokerage firms to immediately tap into new market opportunities.

With IBM Cloud’s superior dynamic scaling capability, InvesTrade enables an automated scaling environment, thus providing brokerage firms with greater flexibility for unforeseen trading volume at millisecond-level performance.

“At Infocast we see an exciting new market opportunity brought on by the Shanghai-Hong Kong Stock Connect scheme. We need a trusted partner with the best technology capabilities to support our

expansion plans without compromising service quality. We found a perfect match in IBM SoftLayer's offerings, which will ensure that we offer our service with higher speed and greater stability in a shorter time-to-market manner," said Ms. Cecily Ho, President of Infocast

According to Ms. Ho, the millisecond-level market access between two borders is critical in close proximity trading. "It is therefore a natural decision for us to host InvesTrade at IBM SoftLayer's Hong Kong data center."

The IBM Hong Kong SoftLayer data center is the first of 15 new data centers that IBM will open as part of a \$1.2-billion US dollar investment to strengthen and extend IBM cloud services in Asia and around the world.

"Businesses today are looking for ways to lower the cost of deployment and improve operational efficiency when addressing new market opportunities," said Mr. Steven Choi, Executive, Integrated Technology Services, Global Technology Services, IBM China/Hong Kong Limited. "We are very glad to collaborate with Infocast to reinvent their securities trading product into a cloud-based service, and we look forward to seeing brokerage firms in Hong Kong and China instantly tap into the new market with IBM Cloud."

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#### **About Infocast**

Infocast Limited was incorporated in 1996, and today is a leading financial information, trading, technology and total solution provider with a proven track record for major banks and brokerages. Infocast is the first and only vendor to provide a one-stop service in Hong Kong, encompassing extensive real time financial information coverage, risk management, trading, middle-office and back-office settlement system in Hong Kong. As a one-stop shop, Infocast also ensures high quality ongoing support and maintenance. Infocast's regular upgrades guarantee that its finance customers' solutions and systems receive the latest features, functionality, and technology. For more information, visit Infocast's website at <http://www.infocastfn.com> or e-mail at [helpdesk@infocast.com.hk](mailto:helpdesk@infocast.com.hk).

#### **About IBM Cloud Computing**

IBM has helped more than 30,000 clients around the world with 40,000 industry experts. Since its acquisition in 2013, SoftLayer has served 6,000 new cloud clients. Today, IBM has 100+ cloud SaaS solutions, thousands of experts with deep industry knowledge helping clients transform and a network of 40 data centers worldwide. Since 2007, IBM has invested more than \$7 billion in 17 acquisitions to accelerate its cloud initiatives and build a high value cloud portfolio. IBM holds 1,560 cloud patents focused on driving innovation. In fact, IBM for the 21st consecutive year topped the annual list of US patent leaders. IBM processes more than 5.5M client transactions daily through IBM's public cloud. information about cloud offerings from IBM, visit <http://www.ibm.com/cloud>. Follow us on Twitter at @IBMcloud and on our blog at <http://www.thoughtsoncloud.com>. Join the conversation #ibmcloud.