

Adaptive expands its offering to support clients as financial markets transition to 24/7 operations

- In response to increased demand from capital markets participants, Adaptive now provides a 24/7 managed service to run cloud-native trading platforms.
- The expansion is aided by the opening of its first office in Asia, complementing the firm's existing presence in Europe and North America.
 - Clients will benefit from increased speed of response and an enhancement of its highly personalised customer service.

12 July 2023 – Adaptive Financial Consulting (Adaptive), the experts in electronic trading technology solutions, today announces the expansion of its Managed Service and Support offering, 'Operate'.

Operate allows Adaptive's clients to outsource all aspects of technical market and platform operations, enabling them to reduce cost and benefit from improved service levels.

Operate is available to clients of bespoke trading technology platforms, built by Adaptive, and includes cloud infrastructure management, application maintenance, technical support, active monitoring and reporting. Complemented by SRE best practices and extensive cloud experience focused on trading solutions, it delivers a comprehensive and customer-focused managed service offering. Adaptive provides the technology foundations while clients retain ownership of their bespoke IP, enabling them to differentiate in their own markets. Traditionally, clients would need to build their own technical market and platform operations function to enable them to benefit from a bespoke solution. As markets and client demand move to 24/7 operation an in-house market operation function becomes increasingly difficult to manage efficiently.

The expansion of Operate's offering to a round-the-clock service is supported by the opening of Adaptive's first office in Asia, complementing the firm's existing offices in London, New York, Barcelona, and Montreal. With offices located around the world, Adaptive's global clientele will benefit from increased speed of response times and an enhancement of its already highly personalised customer service.

Cassie James, Adaptive's Operate Delivery & Transformation Manager, will be relocating to the new office, based in Manila, Philippines, and taking on responsibilities as the country director to oversee the office operations. The firm aims to build out its core headcount by the end of 2023, initially focusing recruitment efforts on local talent to complement the work currently carried out by its North American and European-based teams in the Asia region.

Matt Barrett, CEO and co-founder says: "We are seeing financial services institutions increasingly offering 24/7 services in response to client demand and shifts in market structure. The move to the cloud has also intensified among capital markets firms, attracted by the cost efficiency, resiliency, scalability and flexibility it provides.

"As financial markets rapidly move to a 24/7 model, it is crucial for us to equally provide our clients with full support, round-the-clock, and expand our offering. The new office in Asia takes us to the next level, firmly establishing our global presence and enhancing our ability to cater to our clients' needs."

His Majesty's Ambassador to the Philippines, Laure Beauvils, said: "We are delighted to see a specialised, global technology firm such as Adaptive expand to Asia Pacific. I am thrilled that Adaptive

chose Manila as its first office in the region with a view to support its worldwide operations. This signals the growing confidence of the UK in the Philippines' business environment. Their entry will no doubt inspire more UK fintech companies to invest in the region, and we, at the British Embassy Manila, look forward to supporting the company as it grows its presence."

Cassie James, Director of Adaptive's new Asia office, notes: "The new office will enable us to provide continuous services to our existing, global clientele as well as expand our client base across the Asian region. The Philippines is attractive, both from an economic and talent perspective. The economy has been one of the fastest growing in Asia and opening an office in Manila gives us access to a large talent pool of skilled technologists. Employing the right talent with the right skill sets has always been central to our success in building bespoke trading systems that allow our clients to differentiate from competitors via their tech stack. Thus far, it has been a pleasure working with the business community in Manila and we are excited to grow strategically in the region."

The expansion of Operate and the office opening follow a period of rapid growth for the firm, with an overall headcount increase of 19% over the past 12 months & the appointments of new Non-Executive Directors and senior hires in sales and marketing roles.

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Notes to Editor

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About Adaptive Financial Consulting ('Adaptive')

Adaptive builds and operates bespoke, high-performance trading technology solutions across asset classes for financial services firms wanting to own their technology to differentiate and drive ongoing innovation for a lasting competitive advantage. Adaptive's team of experts combine business insight, impactful design and technical excellence to deliver some of the leading trading systems in the industry. Central to Adaptive's offering is [Aeron®](#), the global standard for high-throughput, low-latency and fault-tolerant trading systems. Adaptive invests in and develops Aeron technology, additionally offering bespoke applications, as well as expert consultancy to deliver best-in class proprietary trading technology. Adaptive has offices in London, New York, Barcelona, Montreal and Manila for global reach and support.

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