

# FINTECH FOCUS

HARRINGTON STARR TALK TO SOME OF FINTECH'S MOST EXCITING BUSINESSES



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STÉPHANE TYČ  
Co-Founder,  
Quincly Data

**Quincly possess a unique knowledge of low latency market data combined with an accomplished background in the physics of microwave communication.**

**What can you tell us about your business?**

Our telecom business, McKay Brothers, engineers, builds, and operates extreme low latency wireless networks. Our team of experienced physicists, engineers, and developers focuses all its energy on delivering the best end-to-end RF network. We have offered the lowest known latency between Illinois and New Jersey since our launch in 2012. We offer long haul microwave between Frankfurt and the five most important trading hubs in the UK. McKay Brothers also offers local millimetre wave connectivity between key trading centers in Illinois, New Jersey and the UK. And we offer hybrid RF/fiber routes to Madrid and Marseille. Most of our routes offer the lowest known latency.

We also have a market data service, Quincly Extreme Data (OED), which offers an integrated and normalized feed of select market data that is optimized for wireless distribution. The service runs on the McKay Brothers microwave network. The OED service is currently offered in sixteen exchange colocation centers in Illinois, New Jersey, the UK, Frankfurt, Madrid and Marseille. OED frequently provides the lowest known latency among market data providers. Quincly is dedicated to leveling the playing field for low latency market data. And we try to promote transparency. OED's latencies, prices and symbol list are available on our website: <http://www.quincly-data.com/>.

**What has been your journey to current position?**

I studied physics at Harvard, and then I moved to microwave engineering in Thales in France. I switched to banking, where I concentrated on technological research around options trading and low latency trading.

At BNP-Paribas my responsibilities included low latency arbitrage research, high performance computing, and market risk. At McKay and Quincly, I combine my professional background in electronic trading with my professional and academic focus on microwave engineering.

**What interested you in this space? How have you settled into the business?**

I had a lightbulb moment in 2008. I was sitting in my office and I recognized we're collectively just not using the right technology. It was clear that building microwave networks would help. My partner, Bob Meade, and I discussed our idea for a very long time before we came to the realization that we could build a network ourselves. We took our time to get it right and focused on latency - building as perfectly straight a network as possible. We thought we had this unique solution and were unaware others were building as well. If we'd seen competition coming, we may have been frightened away. But fortunately we were unaware of the competition so we started building the network and we succeeded.

**Where do you see the opportunity for you in the UK and European market?**

Right now we offer lots of futures data in the UK and Europe markets: CME, ICE, Liffe, Euronext, Eurex. We think there will be an opportunity to add equity market data over wireless as well. We continue to expand our network across Europe and have recently announced new POPs at Madrid and Marseille.

**What are some of the major challenges facing the industry that your company overcomes?**  
One challenge is that there are many

misconceptions about microwave, for example that it's hard: that you cannot use small circuits, that you cannot be successful with 10 megabits of bandwidth. In reality 10 megabits is actually plenty. McKay Brothers, through its openness and transparency around microwave networks, helps address some of these misconceptions.

From a market data perspective, there are challenges around standardization and low latency. Quincly Data helps address this by being completely standardized. It's the same API everywhere. And it's very thin. So it's really easy to adopt. And because it runs on the McKay Brothers network it has the best latency possible. And that helps you onboard and start understanding the benefits of lower latency.

**How does your company differentiate itself from its competitors?**

We are committed to offering a level playing field for all our clients. We don't trade for ourselves and we don't offer execution services. So we're totally focus on providing the best telecom and market data services for our clients.

Also, we profoundly think that diversity is good and that we should help the small and emerging firms, so we have a small company discount and we have three month contracts. It's not a huge commitment initially on the market data side. If your needs grow, you can go and buy longer term service on the bandwidth side. We also try to be very transparent. We publish our latencies and prices on the Quincly data website and try to point out where we think we offer the lowest latency.

**What do you feel are the biggest obstacles facing the industry? How do you plan to overcome those obstacles?**

The movement toward electronic markets in combination with efficient computing has really demonstrated that lower

latency is an advantage. So once you accept this reality, firms face a choice of whether to buy low latency services or to build it for themselves. When we started, lots of firms were building private networks. But it is expensive to build and requires constant reinvestment to stay competitive. And the added risk is if that 20 firms build private networks, only one will be the fastest. So you'll have a lot of failed projects. Today, if McKay can provide the fastest connection or Quincly can provide the fastest market data service, then that enables a level playing field in access for everyone. So we're seeing far fewer firms choosing to build networks. More firms are choosing to buy low latency connectivity from providers like McKay or market data from Quincly.

**What makes your company an employer of choice?**

The unique backgrounds of our company combine to create a game changing product with exceptional customer service. We continue to hire top talent that grows with us.

Our work environment promotes learning and growth. Everyone is a contributing member of the McKay Brothers and Quincly Data teams. Collaborative whiteboard discussions are the norm. We like to think that it is not only what you bring to the table, but what you can also bring out of your colleagues.

**What are your plans for 2016 and beyond?**

Oh, we have lots of work! We are in the tens of microseconds from perfect on our long haul routes in Europe and the US. We'll focus on taking that margin lower. We continue to grow our European presence. We recently opened POPs in Madrid and in Marseille, the latter is the handoff to subsea fiber for the Middle East and India. We are building in Asia and expect to offer services later this year. We'll look to add additional exchanges to our market data service both in Europe and the US.

