netshop

INTRODUCE

# Xconnect

LATENCY MATTERS

In a world where every millisecond counts, XConnect is your gateway to **faster**, more **secure**, **resilient connectivity**.

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At NetShop ISP, we've designed XConnect to be more than just a connectivity service — it's a performance enabler. By eliminating the inefficiencies of public Internet routes, we give our customers the confidence to deliver **seamless trading, gaming, and streaming experiences** where every millisecond makes a difference.

Our vision with XConnect is to empower organizations of every size to build resilient, future-ready infrastructures. Whether you need **direct access to cloud** providers, **faster market execution**, or a **secure backbone** for global operations, XConnect is the foundation that keeps you ahead of the curve.

*Stefano Sordini*

*Chief Executive Officer*

Latency refers to the **delay** that happens between when a user takes an action on a network or web application and **when it reaches its destination**, which is measured in milliseconds (ms).

125 ms

40 ms

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## Security

Direct physical fibre connections are inherently more secure than standard routes via public internet. Reduced exposure & risk.

## Resilience

Design redundant infrastructures affordably. Exchange data (partner-to-partner) without consuming public bandwidth.

# THE FOUR X PILLARS

## Stability

Avoid loss, jitter, and latency spikes common on public Internet. Benefit from secure, predictable performance via private, fibre-based cross-connects.
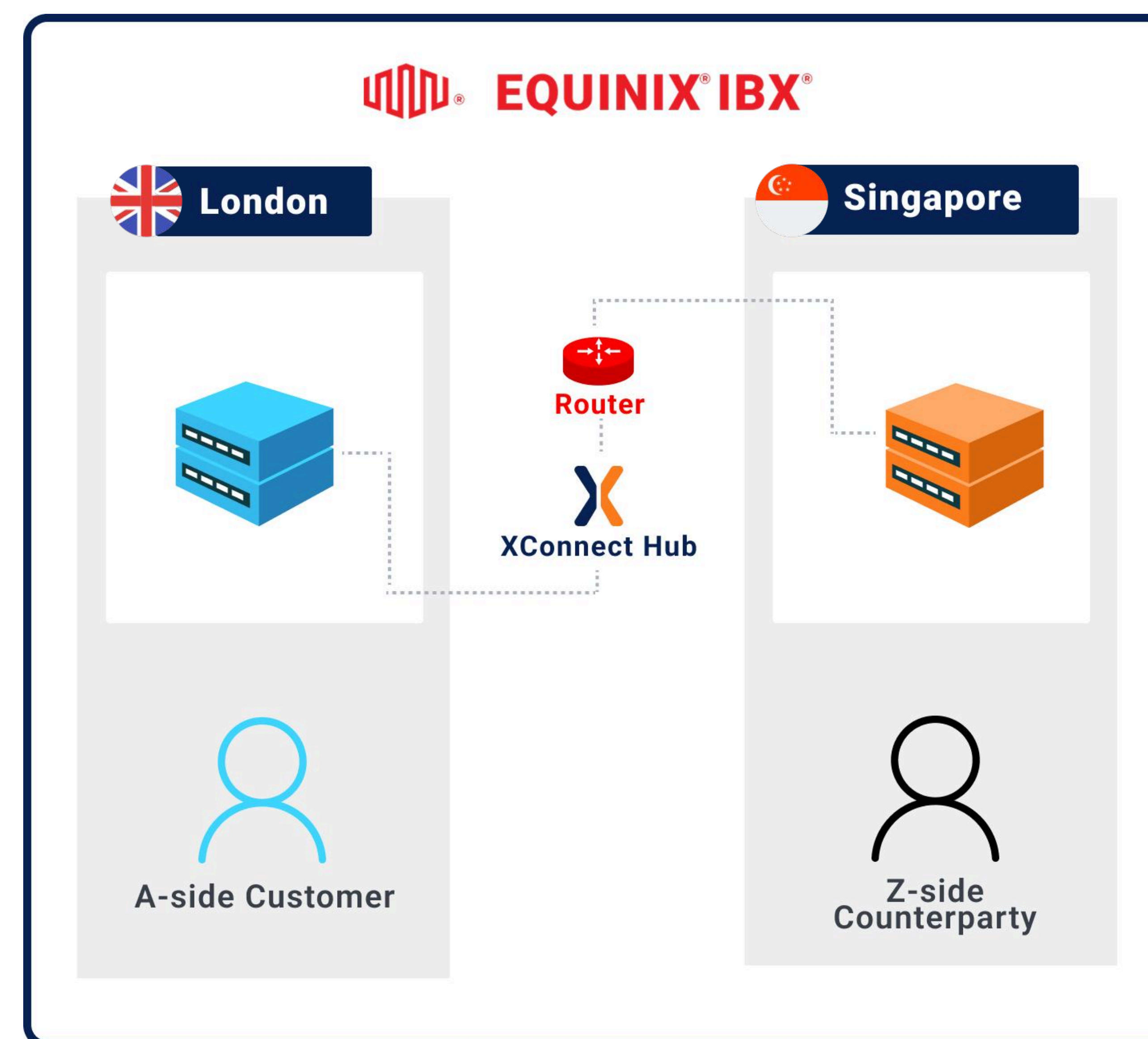
## Direct Access

Access your preferred internet carriers, cloud providers, financial institutions, technology partners — especially those inside the Equinix IBX ecosystem.

# How Cross Connect Works

Imagine a company (A-side Customer) with trading platform servers in a data centre, needing to exchange real-time data with a liquidity bridge provider (Z-side counterparty).

The link between the two sides can be easily established through NetShop's XConnect fibre infrastructure, strategically located within the Equinix Ecosystem.

Public internet works — but better is a private, fibre cross-connection for far **lower latency**, improved **security**, and better **reliability**.

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## FINANCIAL SERVICES

Need ultra-low latency for trade execution.

## GAMING

Rely on real-time responsiveness for fair play.

## STREAMING

Demand stable, high-bandwidth delivery without jitter.

## CLOUD / TELCO

Require secure, direct interconnections between environments.

# EDGE XCONNECT

Edge XConnect refers to cross-connects made from your NetShop-hosted server to a third-party company/provider.

## Metro Dedicated

Metro Dedicated XConnect provides dedicated, physical point-to-point connections between data centers or providers within the same metro region (LD4←→LD4, London LD4←→LD7, etc)

## Global Dedicated

Global Dedicated XConnect extends your private network footprint across continents, enabling seamless connectivity between infrastructure in different NetShop ISP data centers.

## Cloud Fabric

Cloud Fabric XConnect enables private, secure, and on-demand connectivity to leading public cloud platforms such as AWS, Microsoft Azure, Google Cloud, and Alibaba Cloud — without traversing the public internet/routes.

## Shared XConnect

Shared XConnect is the cost-effective way to establish cross connections with leading providers already pre-connected within our data centers. By leveraging our pre-established infrastructure, customers can enjoy faster deployment, lower setup costs, and reliable connectivity— without the need for a dedicated line.

## China Cloud

China Cloud provides a seamless, high-performance cross connect from London directly into Mainland China. Designed for businesses that need low-latency, reliable access to the Chinese market, this solution ensures compliance, speed, and stability by bypassing congested international routes.

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# CORE XCONNECT

Core XConnect refers to cross-connects between two NetShop-hosted servers in any supported location worldwide.

## Private L2

Private L2 is a Layer 2, point-to-point service that allows you to directly connect servers, storage, and networking equipment located within the same NetShop ISP facility.

## Metro L2

Metro L2 offers private, Layer 2 connectivity across NetShop's internal infrastructure within the same Metro region (e.g. London LD4 $\leftarrow\rightarrow$ London LD4, or London LD4 $\leftarrow\rightarrow$ London LD7).
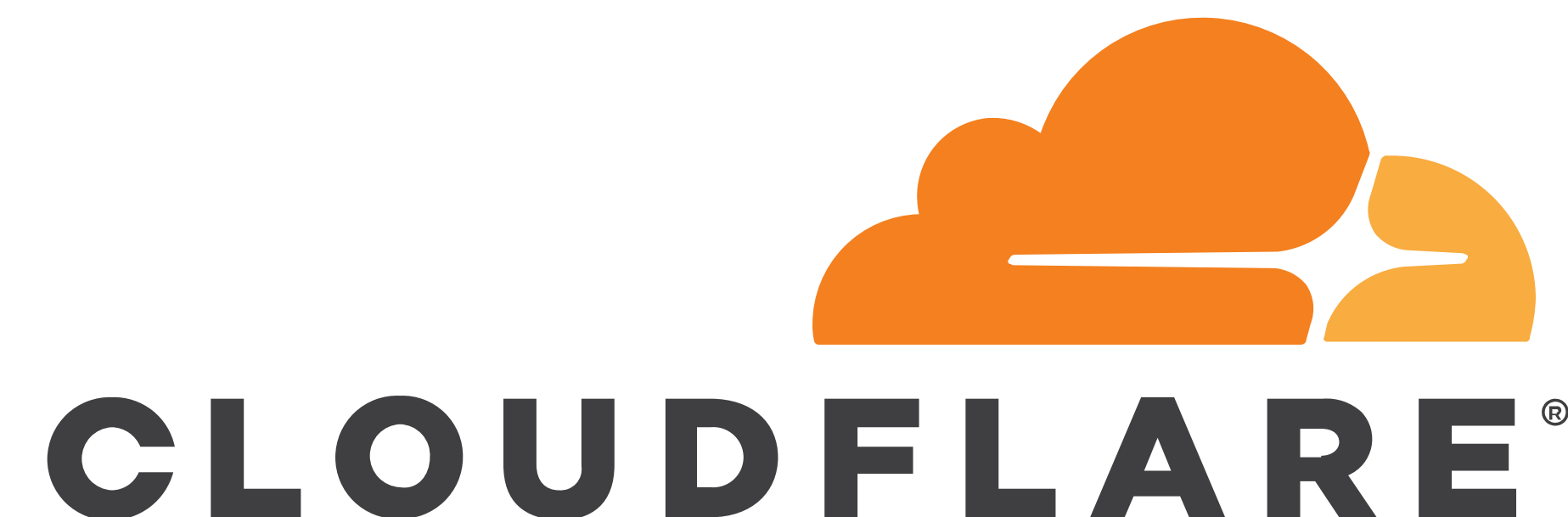
## Global L2

Global L2 offers private, Layer 2 connectivity across NetShop's internal infrastructure, enabling seamless interconnection with guaranteed performance.

## NS-WAN

Cross-data center private connectivity via NetShop's backbone. By utilizing WAN IPs across our private routes and hops, customers benefit from a reliable, high-performance connection that bypasses the public internet.

# Peer Today

with Leading **Cloud, Network, & Tech Providers**

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## More Providers to Connect

NetShop ISP maintains dedicated fabric infrastructure within the Equinix® IBX Ecosystem.

### Discover **9,500+** Providers, Ready for You

**netshop**
Data Center Services

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Data Center Services

NetShop ISP is a leading Data Center and Cloud Hosting Provider with **over 20 years** of proven experience in delivering **high-performance infrastructure** solutions. Since 2004, we have supported organizations worldwide across industries such as Forex, iGaming, Fintech, Martech, Streaming, and ICT with secure, reliable, and scalable hosting services.