

Market Synergy offers institutional calibre cryptocurrency connectivity to Bitfinex

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James Banister

Market Synergy GmbH, a Swiss-based organisation which offers institutional standard cryptocurrency connectivity and security for banks, brokers and hedge funds has been selected by Bitfinex, the world's leading cryptocurrency trading platform, to provide robust, high performance connectivity for institutional clients. We asked James Banister, CEO of the firm, to tell us more about what services it offers.

What gap in the crypto trading market is Market Synergy looking to fill?

We spotted a gap in the market for an institutional calibre outsourced cryptocurrency connectivity offering and believe there is a significant opportunity for us to become the market leader in outsourced connectivity for this asset class as the leading exchanges really understand the benefits of a professionally managed connectivity service for digital assets.

What range of services are you currently offering for this fast growing market and what types of clients are you providing these services for?

We provide a fully managed connectivity service as well as a 24x7 monitoring service for the underlying client who include high frequency trading banks and other institutions interested in trading digital assets. Our global network is fully managed 24x7 by a NOC telephone helpdesk, staffed by qualified technicians who provide customers with outstanding

support. To date, much of the focus on cryptocurrency trading has been in the retail market. We believe that the institutional standard infrastructure we provide will be a catalyst for encouraging banks, brokers and hedge funds to launch their digital asset offering.

What plans do you have for expanding your new crypto connectivity and associated services?

We have plans to offer these services on a global platform. Any existing institutional or trading counterparties can take a FIX feed from Bitfinex - or other exchanges in the future - through our existing network. Since we announced our partnership with Bitfinex, we have had a lot of interest from institutional clients who are planning to trade digital assets. In addition, we are in discussion with a number of new exchanges about providing the same services to them that we offer to Bitfinex. They see a huge advantage in partnering with a professional, experienced firm.

For further information about Market Synergy, please visit www.marketsynergy.ch