

## Adaptive Financial Consulting delivers Aeron Premium through Google Cloud Marketplace

*Adaptive gives financial customers the ability to accelerate the build of low-latency, high-throughput and cloud-native trading systems using Aeron technology on Google Cloud*

**London, 27 June 2023** –Adaptive Financial Consulting (Adaptive), the experts in electronic trading technology, today announced the availability of its Aeron® Premium technology on Google Cloud Marketplace, providing Marketplace customers with access to Aeron open-source as well as premium components to accelerate and differentiate cloud-native trading system development and modernize trading infrastructure.

Adaptive’s Aeron Premium offering is widely used across capital markets, in the cloud and in co-located venues. Adaptive has performed extensive benchmarking and performance tuning of Aeron on Google Cloud, making it an ideal choice for the most demanding of capital markets participants. Now, with Adaptive providing Aeron Premium via Google Cloud Marketplace, users can get the best out of their Aeron deployment on the cloud.

Google Cloud Marketplace lets users quickly deploy functional software packages that run on Google Cloud. Google Cloud Marketplace allows customers to easily start up a familiar software package with services like Compute Engine or Cloud Storage, with no manual configuration required.

Adaptive provides technology solutions across asset classes for capital markets firms wanting to own technology to differentiate and compete in the long term. [Aeron](#), sponsored by Adaptive, is the global technology standard for 24/7, high-throughput, low-latency, fault-tolerant applications used by firms globally to build high-performance trading systems. It is a cloud native, open source suite of components for message transport and fault tolerant service containers. Aeron Premium offers support for Aeron as well as additional key features and is available on subscription.

Fergus Keenan, Chief Strategy Officer at Adaptive, adds: *“The move to the cloud in capital markets, and trading workflow use cases in particular, is happening now. We have seen surging demand from our clients and Aeron open source users looking to deploy cloud-native solutions that meet their uniquely challenging demands of resiliency, performance and security. This is why [Adaptive joined Google Cloud as a partner in late 2022](#) and we are delighted to announce that we are now listed on the Google Cloud Marketplace. Aeron technology is a major leap forward in how to build and think about trading technology in the cloud. We feel that widening access to the capabilities of Aeron open-source software and the huge benefits of our Premium components represents the ideal path for firms who make a strategic decision to pursue cloud native solutions.”*

*“Open source technology options can greatly benefit customers as they build and deploy cloud-native solutions,”* said Dai Vu, managing director, Marketplace & ISV GTM Programs, Google Cloud. *“We are happy to welcome Adaptive Financial Consulting’s Aeron Premium to Google Cloud Marketplace to accelerate customer development and modernization of their cloud trading infrastructure.”*

Download the [Aeron Premium product overview](#) and access [Aeron Premium on the marketplace](#) today.

Aeron Premium in a nutshell:

- SLA-backed open source software
- Additional Aeron features & functionalities, tuned for Google Cloud
  - for high-performance message transport with kernel bypass
  - enhanced high availability and DR strategies with warm standby nodes
  - ultra-fast transport encryption with Aeron Transport Security
- Enhanced tech support
- Developer resources
- Discounted rates for training & professional services

## **Notes to Editor**

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### **About Adaptive Financial Consulting**

**Adaptive** is a provider of trading technology solutions across asset classes for financial services firms wanting to own their tech stack to differentiate and compete in the long-term. Central to Adaptive's offering is Aeron, the global standard for high-throughput, low-latency and fault-tolerant trading systems - the open source technology supported and sponsored by Adaptive, following the acquisition of its creator Real Logic in February 2022. Adaptive invests in and develops Aeron technology, additionally offering bespoke applications, as well as premium features and expert consultancy to deliver best-in class proprietary trading technology for banks, investment firms and exchanges. [www.weareadaptive.com](http://www.weareadaptive.com) / [www.aeron.io](http://www.aeron.io)

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