

# Nasdaq Point Of Presence

## North America

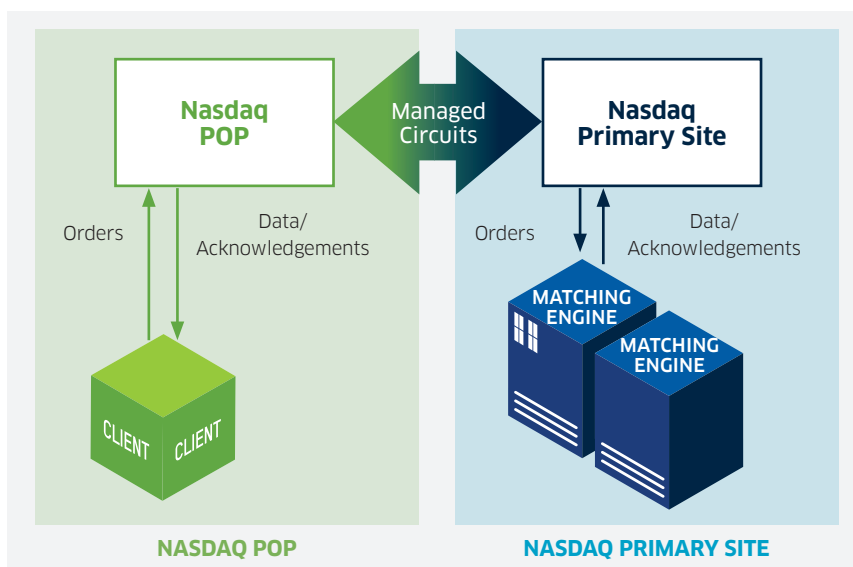
Nasdaq Point of Presence (POP) links customers to the Nasdaq matching engines. Utilizing 1G and 10G connections, a POP handoff allows customers to quickly and securely connect to our many Nasdaq markets and receive proprietary and third party market data.

### Key Benefits

- **Low Latency:** clients can send orders and receive acknowledgements and/or market data in very competitive timeframes
- **Flexible:** clients can customize their market and data connections to only pay for connectivity and information they need.
- **Secure:** Nasdaq actively manages connectivity to protect POP customers from external threats.
- **Redundant:** Nasdaq provides redundant connections and manages any required failovers.
- **Cost Effective:** clients are able to connect utilizing the select Nasdaq connectivity and data options they desire rather than contracting with multiple vendors.

### Available POP Services

- **Nasdaq Primary and Third Party Data Services**  
Provides access to all Nasdaq markets for both sending orders and receiving market data, as well as the ability to receive select third party feeds via 1Gbps Ultra or 10Gbps handoffs.
- **Nasdaq Fixed Income (NFI) Only**  
Provides limited access to NFI for order entry and market data via 1Gbps Ultra access.
- **Nasdaq DR**  
Provides access to the Nasdaq Disaster Recovery (DR) data center in Chicago via 1Gbps Ultra or 10Gbps handoffs.



## More Information

[NASDAQTRADER.COM/COLO](https://NASDAQTRADER.COM/COLO)

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[Frequently Asked Questions](#)