



## **Sydney is emerging as a next-gen global digital services hub as SIRCA - a leading “Data Science” tech start-up launches its new HQ and Innovation Centre**

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Today SIRCA, a leading Australian global technology start-up focused around data-intensive research in financial services and other industries, launched its new innovation centre in Sydney. SIRCA is representative of a growing number of Sydney-based companies focused on global online services.

VIP Guests and invitees included:

- The Honourable Greg Pearce MLC  
Minister for Finance and Services Minister for the Illawarra
- Monica Barone, CEO of the City of Sydney
- Ross Dawson Leading Author and Technology Futurist

With stunning contemporary interiors by leading interior design firm Woods Bagot in conjunction with construction management firm ICMG, the SIRCA innovation centre features an industrial chic, plenty of bike racks and spaces suited to new ways of working in software – such as stand-up desks, standing meetings and informal meeting booths. Additionally, the large outdoor balcony complete with WiFi affords the team a variety of modes of working.

In the past decade a new generation of high-growth, global and tech-enabled businesses including SIRCA, Atlassian, Big Commerce and Freelancer.com have emerged from Australia. Sydney is increasingly being recognised as an emerging global hub for technology entrepreneurship especially in the area of online services.

In addition to new enterprises, a number of established local and global companies such as Westfield, Fairfax and Google have also made significant recent investments in Digital Services Innovation centres in Sydney.

SIRCA’s new HQ is in the centre of Sydney’s “SUPER” Digital Precinct – a region encompassing the CBD and immediate surrounds (Surry Hills, Ultimo, Pyrmont, Eveleigh and The Rocks) and joins Google, Fairfax Digital, NASDAQ OMX, VMware all with major investments in this precinct.

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### **About SIRCA**

**Sirca** is a provider of online services to support finance and other data-intensive research at universities, Government and financial market participants world-wide. Established in 1997, SIRCA has grown to employ over 80 staff and serve customers around the world.

SIRCA technology is used extensively in the financial services industry worldwide by over 400 leading commercial banks, central banks and regulators. SIRCA technology underpins the world's leading algorithmic back-testing solution – Thomson Reuters Tick History. SIRCA technology, in partnership with Australian Securities Exchange (ASX) also powers the leading research database of historic financial markets data in Australia: AusEquities.