



# 8th Annual HIGH PERFORMANCE COMPUTING ON WALL STREET Show and Conference

SEPTEMBER 19, 2011 (MON) **ROOSEVELT HOTEL, NYC**

Madison Ave and 45th St, next to Grand Central Station

Register and Save \$100 for Low Cost Conference. Register for Free Show now.

## High Performance Computing, Low Latency, Network Systems, Data Centers, Cloud Computing, Virtualization, Optimization, Linux, Speed and Cost Savings: All-in-one Wall Street Show and Conference.

Wall Street and the financial markets are looking for ways to lower cost and increase speed on orders to market.

Come to our show and conference and meet and network with 800 Wall Street IT professionals and their HPC providers all-in-one in New York, September 2011.

The show will feature High Performance Computing, Low Latency, Network Systems, Data Centers, Cloud Computing, Virtualization, Optimization, Linux, Speed and Cost Savings. Leading companies will be showing their newest products operating live on the show floor. Wall Streeters are looking for new systems to replace aging technology.

Register in advance for the full conference program which includes general sessions, drill down sessions, an industry luncheon, coffee breaks, exclusive viewing times in the exhibits, and more. Save \$100. \$295 in advance. \$395 on site.

Sponsors



Show Hours: Mon, Sept 19 8:00 - 4:00  
Conference Hours: 8:30 - 4:50

Show & Conference Management: **Flagg Management Inc**  
353 Lexington Avenue, New York 10016  
(212) 286 0333 fax: (212) 286 0086 [flaggmgmt@msn.com](mailto:flaggmgmt@msn.com)



Feargal O'Sullivan  
Head of Enterprise Software Americas  
NYSE Technologies



Lee Fisher  
Worldwide FSI-HPC Business Development  
HP



J. D. Zeeman  
WW Sales Exec  
HPC Financial Mkts  
IBM



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CTO Products Grp Bus Unit, AMD



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Thomas Fay  
Vice President  
NASDAQ OMX



David Malik  
Cust Solutions Director  
Cisco Systems



Matt Hlcks  
OpenShift team  
Red Hat



David Rubio  
Forsythe Technology



Jeffrey M. Birnbaum  
Mngng Director, Ch Tech Architect & Global Head  
Architecture, Bank of America (invited)



Paul Rowady  
Senior Analyst  
TABB Group



Tom Steinert-Threlkeld  
Editor-in-Chief, Securities  
Technology Monitor



Nancy Turbe  
Cap Mkts Practice Lead  
EMC Consulting



Larry Jones  
DataDirect Networks

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8th Annual  
**HIGH PERFORMANCE COMPUTING  
 FINANCIAL MARKETS** Show and Conference

**SEPTEMBER 19, 2011 (MONDAY)** **ROOSEVELT HOTEL, NYC**  
 Madison Ave and 45th St, next to Grand Central Station

**Register Today. Save \$100.**  
**Full conference in advance \$295.**  
**Visit: [www.flagmgmt.com/hpc](http://www.flagmgmt.com/hpc)**

## 2011 Conference Program

7:30 - 8:30 am Registration and Coffee Service in the Technology Showcase Exhibits.

8 - 4 pm Exhibits open with exclusive show viewing times.

8:30 - 10 am Session 1 Keynote Session

### Ultra Low Latency for Wall Street You Can Use.

High Frequency Trading and exchanges both share technologies to deploy ultra fast processors. Low Latency NIC's, fabrics and hardware-accelerated messages is the protocol to speed trades at blinding speeds in the race to zero latency.

**Moderator: Lee Fisher**, Worldwide FSI-HPC Business Development, Hewlett-Packard  
 Panelists to be announced from customers and vendor representatives.



Lee Fisher

10 - 11 am **Coffee Break in the Exhibits** Exclusive show viewing time.

11 - 11:50 am **Concurrent Sessions** (select one of two)

Session 2 - Concurrent Session (select one of two)

### Enabling High-Performance Trading Fabric in a Globally Connected Marketplace.

How does a firm build a High-Performance Trading Fabric and what are the key technology enablers?  
 Dealing with massive growth of data requires scalable architectures.

How do cloud-enabling technologies and business models provide benefit for firms (participant firms and exchanges)?

**Dave Malik**, Customer Solutions Director, Cisco Systems, Inc.  
**Paul Jameson**, Global Senior Director, Financial Services, Cisco Systems, Inc.  
 Additional panelists to be announced.



Dave Malik



Paul Jameson

Session 3 - Concurrent Session (select one of two)

### Optimization in a Multi-National Bank.

Bank of America is maximizing their output with systems optimization. Hear from Jeff Birnbaum, Managing Director and Chief Technology Architect for these technology changes of BofA.

**Invited: Jeffrey M. Birnbaum**, Managing Director, Chief Technology Architect & Global Head of Architecture, Bank of America, New York, NY



Jeffrey M. Birnbaum

Session 4

**12-1:00 pm Industry Luncheon for Conference Registrants** Network with your Wall Street IT colleagues in a congenial luncheon period.

**1-1:30 pm Coffee and Dessert Service in the Exhibits** Exclusive show viewing times.

See, examine and compare hot new HPC systems, Low Latency, Network Systems, Data Centers, Cloud, Virtualization, Optimization, Linux and Open Source at the largest meeting of HPC in New York this year.

Speakers and Program subject to change.

1:30-2:15 pm **Concurrent Sessions** (select one of two)

Session 5 - Concurrent Session (select one of two)

## HPC Cloud Computing is an Opportunity for Financial Firms to Increase Efficiency and Effectiveness.

HPC clouds enable consolidation of scattered cluster resources, rapid service delivery and service integration. A large flexible HPC cluster resource pool facilitates greater analytical insights and faster time to market. Learn about the latest IBM HPC Cloud innovations.

**J.D. Zeeman**, WW Sales Executive, HPC Financial Markets & Cloud Computing, IBM  
Panelists to be announced from customers and client representatives.



J.D. Zeeman

Session 6 - Concurrent Session (select one of two)

## Putting Cloud Computing to Work to Add to the Bottom Line.

**Feargal O'Sullivan**, Head of Enterprise Software, America, NYSE Technologies, New York, NY  
**Nancy Turbe**, Capital Markets Practice Lead, EMC Consulting  
Additional panelists to be announced.



Feargal O'Sullivan



Nancy Turbe

2:15-2:30 pm **Coffee Break in the Exhibits** Exclusive show viewing time.

2:30-3:15 pm **Concurrent Sessions** (select one of two)

Session 7 - Concurrent Session (select one of two)

## Cloud Computing Provides the Opportunity to Build a Large Scale Hosted Service to Control Security, Workloads and Orchestration.

Cloud will reduce failure at every level and provide a wide network of shared computer resources.

**Moderator: Paul Rowady**, Senior Analyst, TABB Group, New York, NY  
**Matt Hicks**, OpenShift team, Red Hat  
**Steve Bologna**, Global FSI Solutions Group, Sybase, Inc.  
**Thomas Fay**, Vice President, NASDAQ OMX  
**Intel** speaker to be announced  
Panelists to be announced from customers and vendor representatives.



Paul Rowady



Matt Hicks



Steve Bologna



Thomas Fay

Session 8 - Concurrent Session (select one of two)

## Accelerating Market Data Capture and Analysis of Parallel Storage.

Market pricing data is increasing exponentially. Wall Street is struggling with this data deluge creating dozens of islands of tick data. These islands can be consolidated with O-I storage on the world's largest super computers. Hear what Wall Street is doing today.

**Larry Jones**, DataDirect Networks  
**Blake Gonzalez**, Dell Inc.  
**Super Micro Computer** speaker to be announced



Larry Jones

3:15-4 pm **Beverage Service in the Exhibits** Exclusive show viewing time. 4 pm Exhibits Conclude. Conference Continues.

4-4:50 pm Session 9

## Architecting the Best Solutions for Wall Street Optimization.

Optimizing ultra low latency for Wall Street's investment in speed and greatly increased transaction times in milliseconds. The sheer volume of transactions today mandates a new model for global market trading. This is a vital session from leaders in the field featuring low latency, straight through processing, high core count processors and greatly increased server-to-administrator ratio.

**Moderator: Tom Steinert-Threlkeld**, Editorial Director, Money Management Group, SourceMedia  
**Raymond Russell**, CTO, Co-Founder, Corvil  
**Don Newell**, CTO Products Group Business Unit, American Micro Devices (AMD)  
**Douglas Gourlay**, Vice President Marketing, Arista Networks  
**Chad Mynhier**, Master Consultant, Forsythe Technology, Inc.  
**David Rubio**, Forsythe Technology, Inc.



Tom Steinert-Threlkeld



Raymond Russell



Don Newell



Douglas Gourlay



David Rubio

4 pm Exhibits Conclude. 4:50 pm Conference Concludes.

Speakers and Program subject to change.

# HOTEL RESERVATIONS



Roosevelt Hotel

Make hotel reservations now at the **Roosevelt Hotel**, East 45th St. at Madison Avenue, next to Grand Central Station. Phone the hotel: 212-661-9600 and ask for "Flagg Management - 2011 High Performance Computing." **Special rate of \$299 for the 2011 High Performance Computing event!**

The Roosevelt Hotel, in the heart of Manhattan, provides show attendees easy access to hundred of companies within the business district. The hotel is close to Grand Central Station and the major midtown financial headquarters, subways, taxis, and ground transportation. The Roosevelt is a no-hassle hotel.

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## 8th Annual HIGH PERFORMANCE COMPUTING ON WALL STREET Sept 19, 2011 Roosevelt Hotel, NYC

### CONFERENCE REGISTRATION

**Sign Up Today for the Low-Cost Program. Before Sept. 9 Save \$100.**

**OUR BEST DEAL.** Register me for just \$295., Save \$100 off the regular price of \$395. Includes one full day of plenary session, concurrent sessions, luncheon, the show, beverage breaks, plus handouts.

**LOW COST SECOND CONFERENCE REGISTRATION.**

Sign up one additional colleague from my office- at \$245. saving \$150 off the regular price of \$395. Simply duplicate form below.

**FREE PASS.** Register me for a FREE SHOW BADGE to attend the full day Show, 8-4 pm.

#### 4 Ways to Register:

**MAIL:** Flagg Management Inc, 353 Lexington Avenue, New York, NY 10016

**FAX:** 212-286-0086

**PHONE:** 212-286-0333 **Register before Sept. 9**

**ONLINE: [www.flaggmgmt.com/hpc](http://www.flaggmgmt.com/hpc)**

#### Method of Payment

Duplicate for multiple registrations.

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**NOTE:** Substitutions may be made at any time. Cancellations received after Sept. 9 2011, are subject to a \$50 processing fee. Program subject to change Your badge and conference credentials will be picked up at the Roosevelt Hotel, East 45th Street and Madison Ave, next to Grand Central Station, Mezzanine Level, press "M" on the elevator or take the stairs to the Grand Ballroom foyer.

Name \_\_\_\_\_

Title \_\_\_\_\_

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### PARTIAL LIST OF 2011 EXHIBITORS

as of 8/19/11

Accelize	Kaminario, Inc.
Adaptive Computing	<b>Linux Journal</b>
<b>Advanced Micro Devices, Inc. (AMD)</b>	<b>Linux New Media</b>
Algo-Logic Systems	Mellanox Technologies
<b>Appro International, Inc.</b>	<b>Money Management Executive</b>
<b>Arista Networks</b>	<b>Myricom</b>
Avere Systems, Inc.	Nimbus Data Systems, Inc.
<b>BLADE Network Technologies</b>	OCZ Technology Group
Brocade	One Stop Systems
<b>C4I</b>	Penguin Computing
CDW	RAID Incorporated
Ciara Technologies	<b>Red Hat</b>
<b>Cisco Systems, Inc.</b>	Redline Trading Solutions
<b>Corvil</b>	ScaleOut Software, Inc.
<b>DataDirect Networks</b>	SeaNet Technologies Inc.
<b>Dell Inc.</b>	<b>Securities Technology Monitor</b>
Electric Cloud	<b>Super Micro Computer, Inc.</b>
Endace	<b>Sybase Inc.</b>
Fiberblaze A/S	<b>Syncfusion</b>
<b>Finance on Windows</b>	Terascal
<b>Forsythe Technology</b>	Texas Memory Systems
Fortinet	TIBCO Software
Fujitsu Frontech North America	Torrey Point Group
Fulcrum Microsystems, Inc.	<b>Traders Magazine</b>
<b>Global Investment Technology</b>	Vello Systems
Gnodal	<b>VMware</b>
<b>Hewlett-Packard</b>	<b>Wall Street Technology Assoc</b>
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