



12th Annual

HPC FOR WALL STREET – CLOUD & BIG DATA Show and Conference

SEPTEMBER 21, 2015 (MONDAY)

ROOSEVELT HOTEL, NYC

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

Free
Conference
Registration
for Qualified End Users.
Go Online -
www.flaggmgmt.com/hpc

Register Today:

2015 HPC for Capital Markets will deliver top-notch content and connections.

Low-cost conference at \$295. save \$100. Full program, including lunch.

Free Conference Registration for qualified end users. Register online as end user.

Cloud and Big Data, Networks, Data Centers, High Put Through, Scalability, Low Latency, cost savings for the global financial markets.

Leading Capital Markets IT directors and vendor technology experts will speak on the program.

Speakers will cover 2015 Cloud, Big Data, and implementing new systems on the top of legacy systems.

Full conference program includes industry luncheon, general sessions, drill down sessions, exhibits, post show receptions.

Don't have time for the full Conference? Attend the free Show. Register in advance at: www.flaggmgmt.com/hpc

2015 Sponsors



Terry Keene
CEO,
Integration Systems



Dave Weber
Director, Fin Services
Industry, Lenovo



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Analyst,
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Andrew Sheppard
Adj Prof, Baruch,
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Jason Sewall
Parallel Computer
Lab Scientist, Intel



Nikita Ivanov
Founder & CTO,
GridGain

Show Hours: Mon, Sept. 21 8:00 - 4:00
Conference Hours: Mon, Sept. 21 8:30 - 4:50

Show & Conference:
Flagg Management Inc, 353 Lexington Avenue,
New York 10016

(212) 286 0333 fax: (212) 286 0086
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Visit: www.flaggmgmt.com/hpc



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2015 Conference Program

7:30 - 8:30 am Registration and Coffee Service in the Exhibits.
8 – 4 pm Exhibits open with exclusive show viewing times.

8:30 - 9:20 am Session 1 Keynote Session

Cloud, Big Data, and the New Trading Landscape.

Dave Weber, Director, Fin Services Industry, Lenovo (Moderator)
Dino Vitale, TD Securities
Harvey Stein, Head of Credit Risk Modeling, Bloomberg
Shagun Bali, Analyst, TABB Group



Dave Weber



Dino Vitale



Harvey Stein



Shagun Bali

9:20 - 10:20am Session 2 Keynote Session

Open Source, Open Stack, Open Architectures, Open Innovation.

- Over the past 20 years the IT industry has experienced a significant shift in software development and deployment lead by Linux and the Open Source community.
- IBM has taken the next step in Open Enterprise Architecture with IBM OpenPOWER and the OpenPOWER Foundation.
- Working with Google, IBM, NVIDIA, Mellanox and Tyan founded the OpenPOWER Foundation to provide an open, licensable enterprise computing architecture to the open market. The result is open innovation from chip and component design, to systems and platforms, to new optimized HPC and data processing workloads. There are currently over 150 members of OpenPOWER.
- This panel discussion will cover the value of Open Architectures, design options, enhancements specific to HPC and financial analytics, and use case examples of OpenPOWER in capital markets.

Terry Keene, CEO, Integration Systems (Moderator)
Bishop Brock, Research Staff, IBM Research
John W. Lockwood, CEO, Algo-Logic Systems
Capital Markets speakers to be announced.



Terry Keene



Bishop Brock



John W. Lockwood

10:15 - 11 am **Coffee Break in the Exhibits** Exclusive show viewing time.

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

Session 3 - Concurrent Session (select one of two)

Cloud Systems Enterprise: Unlocking the Hybrid Cloud, Private Cloud, Public Cloud in the Capital Markets.

- Getting the best-in-class flexibility for your Cloud investments.
 - Unlocking the hybrid Cloud for Capital Markets.
 - H-P's new Apollo system with a hybrid Cloud management solution will be discussed.
- Capital Markets speakers** to be announced.
H-P speakers to be announced.

Session 4 - Concurrent Session (select one of two)

Rethinking Message Queues: Capacity, Performance and Capability for Modern HPC Problems.

- When to use message queues
 - Problems with traditional queues
 - Rethinking queues for modern systems
 - Beyond traditional queues – do more, faster
- Jeffrey M. Birnbaum**, Founder & CEO, 60East Technologies, Inc.



Jeffrey M. Birnbaum

Session 5

12-1:00 pm Luncheon for Conference Registrants Network with colleagues in a congenial luncheon period.

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

Speakers and Program subject to change.

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

Session 6 - Concurrent Session (*select one of two*)

Distributed Compute for Both Performance and Cost Optimization.

- Utilizing compute resources derived from both Servers and network resources is now commonplace in the financial industry.
- Processing power is now based on not only classic X86 Architecture but also FPGA and GPU's.
- The diverse set of architectures can easily provide high performance but can be challenging to remain cost effective and reliable.
- The tools range from basic bit programming to high-level data flow programming.

Andy Bach, VP & Chief Architect Financial Services, Juniper Networks
Capital Markets speaker to be announced



Andy Bach

Session 7 - Concurrent Session (*select one of two*)

HPC Watersheds: Modern Architectures & Modern Codes.

Jason Sewall, Parallel Computer Lab Scientist, Intel
Capital Markets speaker to be announced



Jason Sewall

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 8 - Concurrent Session (*select one of two*)

Solving Financial Big Data Problems with Graphs.

- Graphs are finding wider application in finance.
- They are oftentimes easier and more efficient to solve.
- And they benefit from new types of hardware and architectures now available
- Real-world application benchmarks are presented.
- Big Graphs over Big Data. A new trend?

Andrew Sheppard, Adjunct Professor Baruch College - Micron



Andrew Sheppard

Session 9 - Concurrent Session (*select one of two*)

HPC Meets Big Data in FS: Why and How.

- Hadoop: where its come from
- And where we are going
- Common technology combinations and use cases
- Hyperconvergence and storage hierarchy management
- Bringing Cray technologies to big data analytics

Philip Filleul, Segment Director – Financial Services, Cray Inc.
Steve Yanko, CEO, Oktay Technology



Philip Filleul



Steve Yanko

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

4 pm Exhibits Conclude. Conference Continues:

4-4:50 pm Session 10 General Session

Cloud and Big Data and Enterprise Architecture.

Phil Albinus, Editor Traders Magazine, SourceMedia (Moderator)
Rob Krugman, VP Digital Strategy, Broadridge Financial Solutions
Nikita Ivanov, Founder & CTO, GridGain
Capital Markets speakers to be announced.



Phil Albinus



Rob Krugman

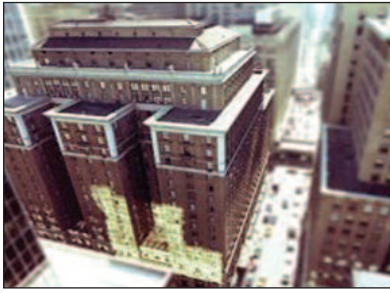


Nikita Ivanov

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 event location: **Roosevelt Hotel, East 45th Street at Madison Avenue, next to Grand Central Station.** Phone the hotel: **212-661-9600** and ask for **"Flagg Management - 2015 HPC Cloud & Big Data."**

Special rate of \$309 Sun-Mon, Sept. 20-21 Single/Double plus tax

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2015 HPC CLOUD & BIG DATA MON, SEPT. 21

CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program. Before Sept. 11 Save \$100.

- FREE CONFERENCE REGISTRATION** for qualified end users. Must verify end user status with title, company affiliation.
- 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.
- FREE PASS.** Register me for a FREE SHOW BADGE to attend the full day Show, 8-4

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. 11**

ONLINE: www.flagmgmt.com/hpc

Method of Payment

Duplicate for multiple registrations.

- Check payable to: Flagg Mgmt Inc

Mail to: 2015 HPC for Wall Street - Cloud & Big Data
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NOTE: Substitutions may be made at any time. Cancellations received after Sept. 11, 2015, 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 _____

Company _____

Street _____

City _____ State _____ Zip _____

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FAX (____) _____

Email _____

PARTIAL LIST OF 2015 EXHIBITORS

as of 8/13/15

3 Forge	INVEA-TECH
3M	Juniper Networks
A10 Networks, Inc.	Lenovo
AHA Products Group	Linux Journal
Algo-Logic Systems	Linux New Media
Altera	McObject LLC
Arista	Mellanox Technologies
BittWare	Micron Technology, Inc.
Cambridge Computer	Nallatech
CDW	Oracle
Ciara Technologies	Penguin Computing
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Cray Inc.	Red Hat
CSPI	Scalable Informatics
Database Month	Seagate Technology, LLC
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