12th Annual

2015 HPC for Wall Street – Cloud Technology

April 6, 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/linux

Plan to Attend:

2015 HPC for Wall Street 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 Technology, Big Data, Low Latency, Networks, Data Centers, APIs, Scalability, cost savings for the global financial markets.

Leading Wall Street IT directors and vendor technology experts will speak on the program.

Speakers will cover 2015 Cloud, HPC and the latest programs to increase speed, put-through, and reduce costs.

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/linux

2015 Sponsors

IBM, Cisco, redhat, hp, Arista, lenovo, Oracle, Scalable Informatics, Linux New Media, NYC NoNewSQL, Linux Journal, datanami, Traders Magazine, HPC wire, Securities Technology Monitor, Money management executive, EnterpriseTech, Integration developer news, WSTA Wall Street Technology Association

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Rick Aiere
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Shagun Bali
Analyst, TABB Group

Jeffrey Scheel
Senior Technical Staff, IBM Linux Tech Center

Ed Turkel
Mgr WW HPC Mkting, Hewlett-Packard

Charles Milo
Enterprise Technical Specialist, Intel

Show Hours: Mon, April 6	8:00 - 4:00
Conference Hours: Mon, April 6	8:30 - 4:50

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

Davor Frank
Sr Solutions Architect, Solarflare

Phil Albinus
Editor, Traders Magazine, SourceMedia

Visit: www.flaggmgmt.com/linux

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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 - 9:30 am Session 1 Keynote Session

Monitoring Trading Activity in the Cloud Technology Age – Tools, Technologies, and Trends in the Complex Global Markets.

Bernard S Donefer

Rick Aiere

Bernard S. Donefer, Associate Director, Baruch College
Rick Aiere, Architect Specialty, American International Group (AIG)
Richard Huddleston, Executive Director, Morgan Stanley (Invited)
Jason Bell, Managing Director Global Markets, BNY Mellon (Invited)

9:30 - 10:15 am Session 2 Keynote Session

Cloud Technology, Big Data, Low Latency – Trading Smarter with Cloud.

Lenovo is a $39B global corporation operating in over 160 countries. Lenovo offers a broad portfolio of infrastructure devices, cloud services, and smart connected devices. Lenovo has become the number 1 provider of PC's in the world. And Lenovo's 2014 purchase of System x, the IBM x86 enterprise server business, now ranks it third among worldwide suppliers of x86 servers.

Dave Weber

Ken Barnes

Lee Fisher

Dave Weber, Global Financial Services Segment Leader, Lenovo
Ken Barnes, SVP Corporate Development, Options Information Technology
Lee Fisher, VP Marketing, Redline Trading Solutions
Wall Street speakers to be announced.

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)*

HPC Trading Fabric to Speed Performance, Enable Scalability and Optimization, Handle Market Fluctuation.

Ultra high performance with Ultra Low Latency architecture. Cisco will discuss how Ultra High Performance is achieved in data analytics, network systems, data storage, without compromising latency.

Paul Jameson

Dave Malik

Paul Jameson, Managing Director, Global Financial Services, Cisco Systems
Dave Malik, Senior Director, Advanced Services, Cisco Systems
Wall Street speaker to be announced.

Session 4 - Concurrent Session *(select one of two)*

High Performance Computing and the Cloud - Putting IBM HPC Technology to Work on Wall Street.

Cloud, Big Data, and IBM technology deliver powerful, innovative HPC analytics solutions with Flash and POWER8 systems capabilities. STAC benchmarks demonstrate the value.

Terry Keene

Jeffrey Scheel

Fadi Gebara

Terry Keene, CEO, iSys (Moderator)
Jeffrey Scheel, Senior Technical Staff Member, IBM's Linux Technology Center
Fadi Gebara, Senior Manager, IBM Research
Wall Street speakers to be announced.

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)*

Cloud Architecture and Performance Workloads: Why, how, and when.

Computational workloads don't usually include both cloud and performance, but this coexistence it there. Technologies are maturing to allow the deployment of performance-sensitive workloads while gaining the benefits of cloud architecture. This session will describe the motivation and considerations for deploying a private cloud to host performance-sensitive workloads, discuss the technologies making this possible, and provide insight into the progress and results currently being made.

Matt Smith, Senior Solution Architect, Red Hat
Jeremy Eder, Principal Performance Engineering, Red Hat
Charles Milo, Enterprise Technical Specialist, Intel
Davor Frank, Senior Solutions Architect, Solarflare

Matt Smith

Jeremy Eder

Charles Milo

Davor Frank

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

Cloud Networking Solutions for Large Data Centers and Computing Environments.

Arista's Cloud networking solutions for large data center and computing environments. Arista's 10 Gigabit Ethernet switches redefine scalability, robustness, and price performance. One of the world's most advanced network operating systems.

Arista Speakers to be announced
Wall Street Speakers to be announced

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)*

Dissecting Cloud Technologies in the Capital Markets.

Hosting Cloud, adapting and transforming Cloud in the financial Markets. Cloud computing is on the upswing and demand for public cloud services is growing in the Capital Markets. This session will spotlight the trends of public cloud, and leading cloud offerings for the Capital Markets.

Shagun Bali, Analyst, TABB Group
Asif Alum, Market Development Americas, Thomson Reuters (Invited)
David B. Weiss, Sr Analyst, Aite
Rob Krugman, VP Digital Strategy, Broadridge Financial Solutions

Shagun Bali

David B. Weiss

Rob Krugman

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

HPC in the Cloud.

The world's largest technology company, HP spans Cloud networking, services, storage, printing, personal computing, software and services.

Ed Turkel, Manager WW HPC Marketing, Hewlett-Packard
Steven Totman, Financial Services Industry Lead, Cloudera (Invited)

Ed Turkel

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

4 pm Exhibits Conclude. Conference Continues:

4-4:50 pm **Concurrent Sessions** (select one of two)

Session 10 Concurrent Session *(select one of two)*

Cloud and the New Trading Landscape

The Cloud ingredient in the mix of global Capital Markets technology.

Phil Albinus, Editor, Traders Magazine, SourceMedia (Moderator - Invited)
Dino Vitale, Director, Morgan Stanley Quality Assurance & Production Mgmt (Invited)
Harvey Stein, Head of Credit Risk Modeling, Bloomberg
Mike Blalock, Global Sales Director, Intel

Phil Albinus

Dino Vitale

Harvey Stein

Mike Blalock

Session 11 - Concurrent Session *(select one of two)*

Programming and Code Writing in the Cloud Age.

Designing database systems for transactions, transmissions and storage applications with Cloud technology.

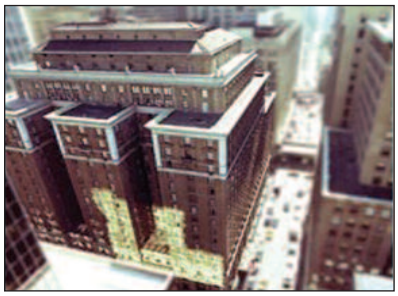
Speakers to be announced.

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

5 - 7:30 pm Receptions on Mad46

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**."

Special rate of $249 Sun-Mon, April 5-6 Single/Double plus tax

Ideally situated in the heart of midtown Manhattan, The Roosevelt Hotel provides business guests quick and easy access to hundred of companies within the business district and countless entertainment venues for entertaining clients. The hotel is close to Grand Central Station and the major midtown financial headquarters, subways, taxis, and ground transportation.

PARTIAL LIST OF 2015 EXHIBITORS

as of 2/10/15

3M Electronics Materials Solutions Division
A10 Networks
AHA Products Group
Algo-Logic Systems
Altera
Arista Networks
BittWare
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2015 HPC Cloud for Wall Street Mon, April 6

CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program. Before March 27 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 March 27**

ONLINE: www.flaggmgmt.com/linux

Method of Payment

Duplicate for multiple registrations.

☐ Check payable to: Flagg Mgmt Inc

Mail to: 2015 HPC Cloud for Wall Street
Flagg Management Inc
353 Lexington Avenue, New York, NY 10016
212-286-0333 FAX: (212) 286-0086

☐ AMEX ☐ VISA ☐ MasterCard

Total: $_____

Card #:_____

Signature:_____ Exp date:____/____

NOTE: Substitutions may be made at any time. Cancellations received after March 27, 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_____

Phone (_____)_____

FAX (_____)_____

Email _____