



2010 HIGH PERFORMANCE COMPUTING LINUX FINANCIAL MARKETS Show and Conference

APRIL 19, 2010 (MONDAY)

ROOSEVELT HOTEL, NYC

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Low Cost Conference.
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Need for Speed, Low Latency, Cost Savings:

All-star speakers to cover speed, low latency, cost-saving strategies at High Performance Computing, April 19, Roosevelt Hotel, New York.

All-star speakers to address key issues at Annual 2010 High Performance Computing program.

See the growing list of speakers for this year's program:

- **Stanley Young**, CEO of NYSE Technologies and co-CIO of NYSE Euronext
- **Vikram Mehta**, President and CEO, BLADE Network Technologies
- **Antonio Hallak**, Head of Global Arbitrage Trading IT, Credit Suisse
- **Mats Andersson**, CTO, NASDAQ
- **Andy Bechtolsheim**, Founder, Chief Development Officer & Chairman, Arista Networks
- **Jeff Birnbaum**, Managing Director, Bank of America (invited)
- **Jean Staten Healy**, Director of Cross-IBM, Linux Strategy
- **Carl Trieloff**, Consulting Software Engineer, Red Hat
- **Leonard J. Santalucia**, CTO, Business Development Manager, Vicom Infinity,
- **William F. Adiletta**, President, TekFinancial Solutions
- **Tom Steinert-Threlkeld**, Editor-in-Chief, Securities Industry News
- **Shawn McAllister**, CTO, Solace Systems
- **Steve Campbell**, Contributing Editor, Tabor Communications / HPCwire
- **Per Hansen**, Senior Director, Enterprise Marketing, Ciena
- **Chuck Seitz**, Founder and CEO, Myricom
- **Robert C. Zak, Sr.**, Platform Architect, Digital Enterprise Group, Intel
- **Richard McCormack**, SVP, Server & Solutions Business, Fujitsu America
- **Jim Theodoras**, VP Technology, Office of CTO, ADVA Optical Networking
- **Nicolas Dubé, Ph.D.**, Technical Director, High-Performance Computing, Oracle



Stanley Young
CEO of NYSE Tech-
nologies & co-CIO of
NYSE Euronext



Vikram Mehta
CEO, BLADE Network
Technologies



Jean Staten Healy
Director of Cross-IBM
Linux Strategy



Carl Trieloff
Consulting Software
Engineer, Red Hat



Jeff Birnbaum (invited)
Managing Director,
Bank of America



Leonard J. Santalucia
CTO,
Vicom Infinity, Inc.



Andy Bechtolsheim
Founder and CDO
Arista Networks



Antonio Hallak
Head Global Arbitrage
Trading IT, Credit Suisse



William F. Adiletta
President
TekFinancial Solutions



Shawn McAllister
CTO,
Solace Systems



Tom Steinert-Threlkeld
Editor-in-Chief,
Securities Industry News



Dr. Chuck Seitz
Founder & CEO
Myricom



Jim Theodoras
VP Technology
ADVA Optical Networking



Richard McCormack
SVP Server & Solutions
Fujitsu America

See new products. Network with friends. Efficient one-day program.

This is the largest meeting of High Performance Computing, Mon, April 19.

The show will feature High Performance Computing, High Frequency Trading, Low Latency, Linux and Open Source, Virtualization, Cloud Computing, Grid, Blade, Cluster among other technologies.

Register for the full conference program and save \$100. Conference only \$295 before deadline. Conference includes general sessions, concurrent sessions, industry luncheon, exhibits, handouts and special Sponsor programs.

Don't have time for the conference? Attend the free show from 8 am-4 pm.

2010 Sponsors



Visit: www.flaggmgt.com/linux

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

Show & Conference
Management:
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353 Lexington Ave, NY10016
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2010 HIGH PERFORMANCE COMPUTING LINUX FINANCIAL MARKETS Show and Conference

APRIL 19, 2010 (MONDAY)

ROOSEVELT HOTEL, NYC

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

2010 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 Panel: Need for Speed, Low Latency, Cost Savings on Wall Street

Wall Street has discovered the need for speed, low latency and cost savings. Firms are making money with transaction times in milliseconds. Firms are betting on low latency. All are looking to save money on initial investments and operating costs over the life of the system. Hear these experts discuss the critical issues including Virtualization that will impact on their firm's business.

Stanley Young, CEO of NYSE Technologies and co-CIO of NYSE Euronext

Vikram Mehta, President and CEO, BLADE Network Technologies

Antonio Hallak, Head of Global Arbitrage Trading IT, Credit Suisse

Mats Andersson, CTO, NASDAQ

Andy Bechtolsheim, Founder, Chief Development Officer and Chairman, Arista Networks

Tom Steinert-Threlkeld, Editor-in-Chief, Securities Industry News, Moderator



Stanley Young



Vikram Mehta



Andy Bechtolsheim



Antonio Hallak



Tom Steinert-Threlkeld

10 - 11 am **Coffee Service in the Exhibits** Exclusive show viewing times.

11 - 11:30 am **Concurrent Sessions** (select one of two)

Session 2 - Concurrent Session (select one of two)

Ultra Low Latency When it Counts – Ensuring a Real-World Performance

Ultra low latency is an investment in real world outcome. Low latency provides high transactional volume applications while saving budgets, power and space. Find out more in this hard hitting session.

Cisco sponsored session with Wall Street IT speakers.

Session 3 - Concurrent Session (select one of two)

The Changing Landscape of High Performance Computing

Bank of America/Merrill Lynch is the cutting edge of the changing landscape of HPC. Hear from Jeff Birnbaum, Managing Director and Chief Technology Architect for this change strategy at BofA.

Invited - **Jeff Birnbaum**, Managing Director, Chief Technology Architect & Global Head of Architecture, Bank of America/Merrill Lynch, New York, NY



Jeff Birnbaum (invited)

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 find out about hot new HPC systems, Low Latency, Cloud, Virtualization, 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)

Linux Operating Systems for High Performance Results on Wall Street.

Linux is changing the way financial firms look at their operating system. What is the next Linux breakthrough? IBM will lead this session on Linux enterprise architecture in the global financial markets.

IBM sponsored session with Wall Street IT speakers.

Jean Staten Healy, Director of Cross-IBM Linux Strategy, IBM Corporation

Leonard J. Santalucia, CTO, Business Development Manager, Certified Specialist, Vicom Infinity, Inc.



Jean Staten Healy



Leonard J. Santalucia

Session 6 - Concurrent Session (select one of two)

Scaling Up Low Latency Architecture for Accelerated Wall Street Trading.

Low Latency is a leading architecture to accelerate Wall Street trading. Speed of data communications and speed of transactional operations is paying for these investments.

Tom Steinert-Threlkeld, Editor-in-Chief, Securities Industry News, Moderator

Carl Trieloff, Senior Consulting Software Engineer, Red Hat

Robert C. Zak, Sr., Platform Architect, Digital Enterprise Group, Intel

Richard McCormack, SVP, Server and Solutions Business, Fujitsu America

Shawn McAllister, CTO, Solace Systems



Carl Trieloff



Richard McCormack

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

Session 7 - Concurrent Session (select one of two)

Architecting the Best Superscale Linux Solutions for Wall Street

Only Oracle + Sun HPC solutions deliver maximum performance, efficiency, and scale out, coupled with the portability and clustering capabilities of Linux, all backed by enterprise-class support. Discover how Infiniband's inherent low latency, diskless boot over IB and dynamic provisioning, integrated with Oracle Unbreakable Linux, help leading financial firms drive down operating costs and deployment time, while accelerating application development and trading platforms performance. Learn more:

[Oracle + Sun HPC http://www.sun.com/solutions/hpc/index.jsp](http://www.sun.com/solutions/hpc/index.jsp) and

[Oracle Unbreakable Linux http://www.oracle.com/us/technologies/linux/index.htm](http://www.oracle.com/us/technologies/linux/index.htm)

Nicolas Dubé, Ph.D., Technical Director, High-Performance Computing, Oracle Corporation



Shawn McAllister

Session 8 - Concurrent Session (select one of two)

High Speed Trading Can Leverage HPC-Cluster Techniques

HPC clusters have over the past decade become the dominant architecture for supercomputing. The hardware and software techniques pioneered in HPC clusters can also be applied to high-speed financial trading.

Dr. Chuck Seitz, Founder and CEO, Myricom



Dr. Chuck Seitz

3:15-4 pm **Beverage Service in the Exhibits**

Exclusive show viewing times.

4-4:50 pm Session 9

Cloud Computing

Cloud Computing on Wall Street offers robust opportunities. Cloud must accommodate compliance, security and internal controls. Private Clouds are an option being explored by many Wall Street firms. Come hear some plain talk beyond the media hype on Cloud today.

An important session to complete your day's program.

Steve Campbell, Contributing Editor, Tabor Communications / HPCwire, Moderator

Carl Trieloff, Senior Consulting Software Engineer, Red Hat

William F. Adiletta, President, TekFinancial Solutions

Per Hansen, Senior Director, Enterprise Marketing, Ciena

Jim Theodoras, VP Technology, Office of the CTO, ADVA Optical Networking

Vikram Mehta, President and CEO, BLADE Network Technologies



William F. Adiletta



Jim Theodoras

4 pm Exhibits Conclude.

4-4:50 pm Conference Concludes.

Speakers and Program subject to change.

HOTEL RESERVATIONS



Roosevelt Hotel

Make hotel reservations now at the Roosevelt Hotel, East 45th Street at Madison Avenue, next to Grand Central Station. Phone the hotel: 212-661-9600 and Ask for "Flagg Management - 2010 High Performance Computing Linux." **Special rate of \$239 for the 2010 High Performance Computing Linux event!**

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 perfect for entertaining clients. The hotel is close to Grand Central Station and the major midtown financial headquarters, subways, taxis, and ground transportation.

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CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program. Before April 5 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 April 5**

ONLINE: www.flaggmgmt.com/linux

Method of Payment

Duplicate for multiple registrations.

Check payable to: Flagg Mgmt Inc

Mail to: 2010 HPC Linux Financial Markets
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 April 5, 2010, 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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Linux Pro Magazine
Mellanox Technologies
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