



8th Annual

2011 HIGH PERFORMANCE COMPUTING LINUX FINANCIAL MARKETS

show and Conference
APRIL 4, 2011 (Monday)

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

Need for Speed, Low Latency, Cost Savings: Tech Budgets Increasing by 7%.
All-star speakers to cover speed, low latency, Virtualization, network systems, data centers, high speed trading, at the largest show for High Performance Computing.

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

- **Jean Staten Healy**, Director, Cross-IBM Linux, IBM Corporation
- **Steve Pawlowski**, Senior Vice President, Intel
- **Vikram Mehta**, CEO, BLADE Network Technologies, an IBM Company
- **Feargal O'Sullivan**, Head of Enterprise Software, America, NYSE Technologies
- **Jeffrey M. Birnbaum**, Managing Director Global Risk and Trading Systems, Bank of America Merrill Lynch, New York
- **Mats Andersson**, CTO, NASDAQ OMX
- **Jayshree Ullal**, President, CEO, Arista Networks
- **Dr. Eng Lim Goh**, CTO, Senior Vice President, SGI
- **Nan Boden**, CEO, Myricom
- **Michael Feldman**, Editor, HPCwire
- **Len Santalucia**, CTO, Business Development Manager, Vicom Infinity, Inc.
- **Peter ffoulkes**, Vice President Marketing, Adaptive Computing – Representing Novell & Microsoft
- **Andy Cathrow**, Product Manager, Red Hat Enterprise Virtualization
- **Tom Steinert-Threlkeld**, Editorial Director, Money Management Group, SourceMedia
- **James E. Hoffman**, VP Advanced Technologies Group, Tekmark Global Solutions
- **Jason Tesarz**, Director of Engineering, Torrey Point
- **Jeff Sosa**, Director of Technology, Fusion-IO
- **Robert Iati**, TABB Group
- **Doug O'Flaherty**, Senior Manager of Cloud & Integrated Marketing, Red Hat.

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



Jean Staten Healy
Director, Cross-IBM
Linux, IBM



Steve Pawlowski
SVP
Intel



Vikram Mehta
CEO, BLADE Network
Technologies



Feargal O'Sullivan
Head of Enterprise Soft-
ware, America, NYSE Tech



Jeffrey M. Birnbaum
Mngg Director, Bank of
America, Merrill Lynch



Mats Andersson
CTO,
NASDAQ OMX



Jayshree Ullal, Presi-
dent, CEO, Arista Net-
works, Santa Clara, CA



Dr. Eng Lim Goh
CTO, SVP
SGI, Fremont, CA



Nan Boden
CEO
Myricom



Michael Feldman
Editor, HPCWire



Leonard J. Santalucia
CTO, Bus. Dev Manager
Vicom Infinity, Inc.



Peter ffoulkes
VP Marketing
Adaptive Computing



Andy Cathrow
Product Manager
Red Hat Enterprise



Tom Steinert-Threlkeld
Edit Dir, Money Mgmt
Group, SourceMedia



James E. Hoffman
VP Advanced Tech Grp
Tekmark Global Solutions



Jason Tesarz
Dir Engineering, Torrey Point

The show will feature **High Performance Computing**, High Frequency Trading, Low Latency, Linux and Open Source, Virtualization, Cloud, network systems, data center systems, among other technologies. See why tech budgets are increasing by 7%.

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 – 4 pm.

2011 Sponsors



Show & Conference Management:
Flagg Management Inc
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8th Annual
**2011 HIGH PERFORMANCE COMPUTING
 LINUX FINANCIAL MARKETS** Show and Conference
APRIL 4, 2011 (MONDAY) **ROOSEVELT HOTEL, NYC**
 Madison Ave and 45th St, next to Grand Central Station

Register for the full program. Save \$100. Only \$295. Your conference registration includes all general and concurrent sessions, industry luncheon, exhibits and handouts.

2011 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 - 10 am Session 1

Keynote Panel: Smarter Systems for High Performance Computing

Wall Street and the nation have recently been reminded of the power of Linux in a televised *Jeopardy* match in February 2011, when 100 IBM Linux servers named 'Watson' decisively defeated two former *Jeopardy* champions.

In this session, IBM is featured. Financial firms are facing pressure to create new revenue sources, optimize cost, and reduce risk. IBM will lead this session to address advances in Linux and HPC technologies that can help organizations address these challenges.

Moderator: **Jean Staten Healy**, Director, Cross-IBM Linux, IBM Corporation
Vikram Mehta, CEO, BLADE Network Technologies, an IBM Company
Len Santalucia, CTO, Business Development Manager, Vicom Infinity, Inc.
 Wall Street speaker to be named.



Jeopardy, the popular TV game show featured IBM's 'Watson' with Linux servers, decisively defeating 2 former Jeopardy champions in February 2011.



Jean Staten Healy



Vikram Mehta



Leonard J. Santalucia

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

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

Session 2 - Concurrent Session (select one of two)

Speed and Low Latency Drive Ultra High Speed Messaging and Execution at Wall Street Exchanges.

Intel's chip technology is driving ultra high speed messaging and execution for NASDAQ as well as other Wall Street exchanges. Messaging units are at 500 million per second and even greater. NASDAQ and the other exchanges are serving their Wall Street clients with ultra high speed arbitrage trading and HPC execution.

Moderator: **Michael Feldman**, Editor, HPCwire
Steve Pawlowski, Senior Vice President, Intel
Mats Andersson, CTO, NASDAQ OMX



Michael Feldman



Steve Pawlowski



Mats Andersson

Session 3 - Concurrent Session (select one of two)

High Performance Programming on Linux in 2011 and beyond.

Bank of America Merrill Lynch is putting Linux to work at BofA. Hear from Jeff Birnbaum, Managing Director Global Risk and Trading Systems for these technology changes of BofA.

Jeffrey M. Birnbaum, Managing Director Global Risk and Trading Systems, Bank of America Merrill Lynch, New York, NY



Jeffrey M. Birnbaum

Session 4

12-1:00 pm **Industry Luncheon for Conference Registrants** Terrace Room Lobby Level.

Cisco-sponsored Industry Luncheon program for conference registrants.

Network with your Wall Street IT conference colleagues. **Cisco speakers** to be announced, covering HPC services, network systems and other new Cisco systems.



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

Speakers and Program subject to change.

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.

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

Session 5 - Concurrent Session (select one of two)

Ultra High Speed Network Solutions for Large Data Centers and HPC Environments that are Defining Network Architecture.

Arista Networks is a leading architecture to accelerate Wall Street trading. Speed of data communications and speed of transaction operations is paying for these Wall Street investments.

Jayshree Ullal, President, CEO, Arista Networks



Jayshree Ullal

Session 6 - Concurrent Session (select one of two)

Scaling Up Low Latency, Virtualization, and Linux for Wall Street Operations.

Low Latency, Virtualization, and Linux are scaling up Wall Street to accelerate trading, increase back office efficiencies, reduce cost, and increase Wall Street technology investments by 7% in 2011.

Peter ffoulkes, Vice President Marketing, Adaptive Computing – Representing Novell & Microsoft

Dr. Eng Lim Goh, CTO, Senior Vice President, SGI

Andy Cathrow, Product Manager Red Hat Enterprise Virtualization



Peter ffoulkes



Dr. Eng Lim Goh



Andy Cathrow

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)

High Performance Ultra Low Latency Switches and Network Architecture is Changing the Way Wall Street does Business.

Low Latency, Virtualization, and Linux are scaling up Wall Street to accelerate trading, increase back office efficiencies, reduce cost, and increase Wall Street technology investments by 7% in 2011.

Vikram Mehta, CEO, BLADE Network Technologies, an IBM Company

Nan Boden, CEO, Myricom

Jason Tesarz, Director of Engineering, Torrey Point

Robert Iati, TABB Group

Moderator: **Tom Steinert-Threlkeld**, Editorial Director, Money Management Group, SourceMedia



Vikram Mehta



Nan Boden



Jason Tesarz

Session 8 - Concurrent Session (select one of two)

High Speed Workstation and Data Center Management to Leverage Low Latency and Linux Systems.

Super computing workstations and data centers are leveraging technology investments to create new profit centers and reduce cost of operations.

James E. Hoffman, Vice President Advanced Technologies Group, Tekmark Global Solutions

Jeff Sosa, Director of Technology, Fusion-IO

Doug O'Flaherty, Senior Manager of Cloud & Integrated Marketing, Red Hat.



James E. Hoffman

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

Exclusive show viewing times.

4-4:50 pm Session 9

Leveraging Cloud Computing for a Competitive Advantage

Cloud Computing is the new buzz throughout technology and financial services industries. How are firms actually using Cloud to gain a competitive advantage? NYSE Technologies is adopting a software as a services (SaaS) model to further evolve its large global community of financial firms. How are industry practitioners using and planning to use, cloud computing to drive their business strategy?

Feargal O'Sullivan, Head of Enterprise Software, America, NYSE Technologies

Moderator: **Tom Steinert-Threlkeld**, Editorial Director, Money Management Group, SourceMedia



Feargal O'Sullivan



Tom Steinert-Threlkeld

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 Street 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 \$239 for the 2011 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 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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2011 HIGH PERFORMANCE COMPUTING LINUX MON, APRIL 4

CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program. Before March 21 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

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 21

ONLINE: www.flaggmgmt.com/linux

Method of Payment

Duplicate for multiple registrations.

Check payable to: Flagg Mgmt Inc

Mail to: 2011 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 March 21, 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 _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone (____) _____

FAX (____) _____

Email _____

PARTIAL LIST OF 2011 EXHIBITORS

- | | | |
|-------------------------------------|-------------------------------------|---------------|
| Accunet Solutions | Mellanox Technologies | as of 2/21/11 |
| Adaptive Computing | Microsoft | |
| Admin Network & Security | Myricom | |
| ADVA Optical Networking | Net Optics, Inc. | |
| Alacritech, Inc. | NextIO | |
| Arista Networks | Novell | |
| Bay Microsystems | OIS | |
| BLADE Network Technologies | One Stop Systems | |
| Bright Computing | OpenFabrics Alliance | |
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| Concurrent Computer Corp. | ScaleMP | |
| cPacket Networks | ScaleOut Software, Inc. | |
| Dell Inc. | SD Times/ BZ Media | |
| Enterprise Integration News | Securities Tech Monitor | |
| Exar Corporation | SGI | |
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| Fulcrum Microsystems, Inc. | Spectracom | |
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| IBM Corporation | Ubuntu User | |
| Information Management Mag | Vello Systems | |
| Integration Developer News | Versant Corporation | |
| Intel Corporation | Vicom Infinity, Inc. | |
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