



7th Annual HIGH PERFORMANCE COMPUTING FINANCIAL MARKETS Show and Conference

SEPTEMBER 20, 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 Session

Pushing The Inflection Point on Wall Street with Microsoft Technical Computing

Modeling, simulation and raw computational performance is critical to Wall Street. The financial markets have an insatiable and ever growing need for data. The pace and complexity of world wide financial markets require Wall Street IT to model at ever increasing speeds. This means greatly increased scale of scenarios and trading conditions with speed. Bill Hilf will discuss how Wall Street is meeting this challenge. What are the significant trends within financial markets and technical computing across client, cluster and cloud. Opening session sponsored by Microsoft, the Platinum Sponsor for the 2010 event.

Bill Hilf, General Manager, Technical Computing, Microsoft Corporation

Moderator: Tom Steinert-Threlkeld, Editor-in-Chief, Securities Technology Monitor, New York, NY



Bill Hilf



Tom Steinert-Threlkeld

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)

High Performance Storage Options for Demanding Financial Service Applications.

Wall Street has increased their spending for data centers and storage options. High Performance storage options must keep pace with HPC, Low Latency and Virtualization for high volume Wall Street trading. How to save on budgets, power, space while increasing performance. Find out more on this session.

Lee Fisher, Worldwide FSI-HPC Business Development, HP Scalable Computing & Infrastructure Organization, Hewlett-Packard, Boston, MA

Patrick Guay, President, US Operations, Voltaire

Patrick L Osborne, Worldwide NAS Business Development Manager, Hewlett-Packard

Mike Stolz, Chief Field Architect, GemStone Systems, Division of VMware, Beaverton, OR

Greg Keller, Technical Principal, R Systems, Champaign, IL



Lee Fisher



Patrick Guay



Mike Stolz



Greg Keller

Session 3 - Concurrent Session (select one of two)

Putting HPC to Work in a Multi-National Bank.

Bank of America/Merrill Lynch is putting HPC to work in changing the technology culture of the bank. Hear from Jeff Birnbaum, Managing Director and Chief Technology Architect for these technology changes of BofA.

Jeffrey M. Birnbaum, Managing Director, Chief Technology Architect & Global Head of Architecture, Bank of America/Merrill Lynch, New York, NY



Jeff Birnbaum

Session 4

12-1:00 pm Industry Luncheon for Conference Registrants Network with your Wall Street IT colleagues in a congenial luncheon period. **The 2010 WFS Innovator Award will be presented at lunch. The Award recognizes the most innovative Capital Markets project worldwide.** The recipient will be honored for the innovative use of technology, and the potential for effecting long-term change of Capital Markets worldwide.

As a registered conference registrant, you are invited to this luncheon program.

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, 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)

New Approaches to Ultra-Low Latency and Creating Dynamic Insights.

The latest low latency techniques, technology directions, and creating insights through complex event processing.

- Moderator: Dave Weber**, IBM Wall Street Center of Excellence Speakers:
- Feargal O'Sullivan**, NYSE Technologies, Head of Enterprise Software, Americas
- Falke Bruinsma**, IBM, Ch Architect, WebSphere Front Office & Low Latency Messaging
- John Morar**, IBM, Research Scientist, InfoSphere Streams
- Vikram Mehta**, CEO, BLADE Network Technologies, Santa Clara, CA



Dave Weber



Feargal O'Sullivan



Falke Bruinsma,

Session 6 - Concurrent Session (select one of two)

Weathering the Storm: Forecasting the Future for Financial Markets in the Cloud

Financial Markets are looking for better visibility in a transforming landscape. What will cloud computing deliver? What possibilities are critical in weathering the current storm? Start with massive cost reductions enabled by shared compute, storage and networking assets. Add the promise of rapid provisioning from automation. Explore additional opportunities for improving time to market. Cloud computing is creating new business models and loosening geographic constraints. Join us and find out where cloud services fits into the trading value chain. No hype. Just plain talk about today's realities and tomorrow's implications. Panelists will share their early wins and challenges. What radically new business models are available for Financial Markets, and how firms are planning to offer and consume services in them.

- Aron Dutta, Moderator** – Director, Cisco Systems
- Eric Pulier**, Co-Founder, Chairman & CEO, ServiceMesh
- Bryan Doerr**, CTO, Savvis
- Lew Tucker**, VP/CTO Cloud Computing, Cisco Systems
- Tony Pizi**, Head of Next Generation Infrastructure, Deutsche Bank
- Dave Malik**, Director, Solutions Architecture, Cisco Systems



John Morar



Vikram Mehta



Eric Pulier



Lew Tucker



Tony Pizi



Dave Malik

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)

Architecting the Best HPC Solutions for Wall Street.

Wall Street IT directors are after the best architecture to support their traders, back office and storage operations. At the same time they have budget directives from their CFO to cut budget, save on space, energy, and speed. Hear these experts cover these key issues now.

- Rajeeb Hazra**, General Manager HPC, Intel Corporation
- Jarod Jenson**, Chief Technology Architect, Forsythe Technology, Inc., Skokie, IL
- Douglas Gourlay**, Vice President Marketing, Arista Networks, Menlo Park, CA



Rajeeb Hazra



Jarod Jenson



Douglas Gourlay



Donal Byrne



Shawn McAllister

- Donal Byrne**, CEO, Corvil, New York, NY
- Shawn McAllister**, CTO, Solace Systems, Ottawa, ON

Session 8 - Concurrent Session (select one of two)

Leveraging HPC for Super Computing

Global finance markets are leveraging HPC for super computing for algo, derivative and option operations. The robust power of super computing is a cost effective strategy to support those operations.

- Mats Andersson**, CTO, NASDAQ OMX, New York, NY
- Uri Cummings**, CTO, Fulcrum Microsystems, Inc., Calabasas, CA
- SuperMicro** speaker to be announced



Mats Andersson



Uri Cummings

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

Cloud Computing on Wall Street

Cloud Computing on Wall Street offers significant cost savings but must accommodate compliance, security and internal controls. Private Cloud is the option being explored by many Wall Street firms now. This session will provide a preview of HPC in the Clouds.

- Moderator: Steve Campbell**, Contributing Editor, Tabor Communications, HPCwire, Encinitas, CA
- Carl Trieloff**, Technical Director of Cloud, Red Hat, Raleigh, NC
- James Sauer**, Vice President Network & Systems Consulting North America, ADVA Optical Networking
- Richard T. Sharp**, Partner, Milbank, Tweed, Hadley & McCloy LLP, New York, NY



Steve Campbell



Carl Trieloff



James Sauer

4 pm Exhibits Conclude. 4:50 pm Conference Concludes. Speakers and Program subject to change.

Sponsored vendor receptions in the hotel from 5-6:30 pm, Monday, Sept 20. By invitation of vendors. All receptions are in the Roosevelt Hotel.



Richard T. Sharp