



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

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 Low Cost Conference.
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Need for Speed, Low Latency, Cost Savings: Wall Street and the financial markets are looking for ways for traders to speed their orders to market.

High Performance Computing, Linux, Low Latency, Virtualization, Cloud, Grid, Blade, Cluster – the largest meeting of High Performance Computing in NY in 2010.

This major HPC networking opportunity will assemble 800 Wall Street IT professionals at one time and one place in New York in September 2010.

This show will cover High Performance Computing, High Frequency Trading, Low Latency, Virtualization, Cloud, Linux, Grid, Blade, Cluster and new strategies to put these technologies to work.

Leading companies will be showing their newest products on-the-show floor. Many Wall Street firms are looking for new systems to replace aging technology.

Register in advance for the full conference program which includes general sessions, drill down sessions, an industry luncheon, coffee breaks, exclusive viewing times in the exhibits, and more. Save \$100. \$295 in advance. \$395 on site.

2010 Sponsors **Microsoft®**



Bill Hill
 Genl Mgr, Technical Computing, Microsoft



Jeffrey M. Birnbaum
 Mngng Dir, Ch Tech Architect & Global Head Architecture, Bank of America/Merrill Lynch



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 Head of Enterprise Software Americas, NYSE Technologies



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 CTO, NASDAQ



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Vikram Mehta
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James Sauer
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 Worldwide FSI-HPC Bus. Development, HP



Jarod Jensen
 Chief Tech Architect Oracle-Sun Practice Forsythe Solutions Group, Inc.



Richard T. Sharp,
 Partner, Milbank, Tweed, Hadley & McCloy LLP



Steve Campbell
 Contributing Editor, Tabor Communications, HPCwire



Tom Steinert-Threlkeld
 Editor-in-Chief, Securities Technology Monitor

Visit: www.flaggmgmt.com/hpc

Show: Mon, Sept 20 8:00-4:00
 Conference: 8:30-4:50

Show & Conference Management:
Flagg Management Inc
 353 Lexington Ave, NY10016
 (212) 286 0333 fax: (212) 286 0086
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SEPTEMBER 20, 2010 (MONDAY)

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2010 Conference Program

Register Today. Save \$100.
Full conference in advance \$295.
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- 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
- 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
- Additional panelists to be confirmed.



Lee Fisher



Patrick Guay



Mike Stolz

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)

HPC on Wall Street – The Bottom Line Outcome of Speed.

Wall Street firms and their global partners are increasing Low Latency architecture to speed Wall Street trading with a view to increase the bottom line outcome. IBM will lead this session covering the speed of transactional operations.

Feargal O’Sullivan, Head of Enterprise Software, America, NYSE Technologies, New York, NY

Vikram Mehta, CEO, BLADE Network Technologies, Santa Clara, CA

Additional IBM panelists to be confirmed.



Vikram Mehta



Feargal O’Sullivan

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.

Paul Jameson, Global Senior Director, Financial Services, Cisco Systems, Inc.

Additional panelists to be confirmed.



Paul Jameson

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

Donal Byrne, CEO, Corvil, New York, NY

Shawn McAllister, CTO, Solace Systems, Ottawa, ON



Rajeeb Hazra



Jarod Jenson



Douglas Gourlay



Donal Byrne



Shawn McAllister

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

Plan to attend the 2010 Cloud Computing on Wall Street, Sept 21, Tuesday, Roosevelt Hotel, New York sponsored by HPC in the Clouds.

This HPCwire sponsored conference program provides Cloud Computing in financial markets. Cloud Computing without the hype. Conference features interactive problem and solution sessions, network sessions, a technology expo, a luncheon presentation, network reception in the exhibit hall. More information available at: www.hpcinthecloud.com

HOTEL RESERVATIONS



Roosevelt Hotel

Make hotel reservations now at the Roosevelt Hotel, East 45th St. at Madison Avenue, next to Grand Central Station. Phone the hotel: 212-661-9600 and ask for "Flagg Management - 2010 High Performance Computing." **Special rate of \$299 for the 2010 High Performance Computing event!**

The Roosevelt Hotel, in the heart of Manhattan, provides show attendees easy access to hundred of companies within the business district. The hotel is close to Grand Central Station and the major midtown financial headquarters, subways, taxis, and ground transportation. The Roosevelt is a no-hassle hotel.

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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 Sept. 10**

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Method of Payment

Duplicate for multiple registrations.

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NOTE: Substitutions may be made at any time. Cancellations received after Sept. 10, 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 _____

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PARTIAL LIST OF 2010 EXHIBITORS

29 West as of 8/10/10
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Adaptive Computing
ADVA Optical Networking, Inc.
Algo-Logic Systems
AMAX Information Technologies
Appro International, Inc.
Arista Networks
BLADE Network Technologies
BlueCore Networks
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Bright Computing, Inc.
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Joyent Inc.
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Linux Journal
Linux Pro Magazine
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RAID Incorporated
Red Hat, Inc.
Redline Trading Solutions
ScaleOut Software, Inc.
SD Times/BZ Media
SeaNet Technologies Inc.
Securities Industry News
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