2016

13th Annual

HPC FOR WALL STREET – CLOUD & ACCELERATING COMPUTING

Show and Conference

SEPTEMBER 20, 2016 (TUESDAY)   ROOSEVELT HOTEL, NYC

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

Plan to Attend. Low Cost Conference at $295. Save $100. Register for Free Show.

2016 Capital Markets IT Speakers Announced.
All-Star Conference program for 2016.
An Efficient New York One-Day All-in-One Program.

Plan to attend the largest meeting of Cloud, Accelerating Computing, HPC, Big Data, Data Centers, Networks, Low Latency for the Capital Markets.

New subjects include:

• Trading Smarter by Exploiting the Memory Hierarchy

• Machine Learning

• Transitioning from Internal Cloud to External Public Cloud

• LexisNexis Large Scale Entity Extraction and Probability

• Optimizing Costs and PutThrough

• Trading at the Speed of Light

• A Practical Approach to Cloud Strategies in the Digital World

Location. Location. Location. The Roosevelt is next to Grand Central Station and within walking distance of JPMorgan Chase, Deutsche Bank, Morgan Stanley, NASDAQ – all in midtown.

Plan to attend low-cost conference at $295. Save $100.

Qualified End Users may register as our guests, but must confirm their title and responsibility.

Register for the free show online at: www.flaggmgmt.com/hpc

Show Hours: Tues, Sept. 20	8:00 - 4:00
Conference Hours: Tues, Sept. 20	8:30 - 4:50

2016 Sponsors

Micron
CISCO
Hewlett Packard Enterprise
CRAY
lenovo
AVERE
SUSE
Mellanox TECHNOLOGIES
ENTERPRISETECH
HPC wire
LINUX NEW MEDIA The Pulse of Open Source
information management How Your Business Works
datanami
LINUX JOURNAL
Integration developer news
onwallstreet
TABB GROUP
WSTA Wall Street Technology Association

Visit: www.flaggmgmt.com/hpc

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

Partial List of 2016 Speakers.

Dave Weber
Global Financial Services Director, Lenovo

Phil Filleul
Segment Dir, Fin Svcs, Cray Inc

Lacee McGee
Sr Prod Mgr, FSI Vertical Sols, HPE

Harvey Stein
Head of Credit Risk Modeling, Bloomberg

Dino Vitale
TD Securities

Terry Roche, Principal, Head of FinTech Research, TABB Group

Jeffrey Smart
formerly Risk Mgmt, Sun America, AIG

Bob Keating
Solutions Architect, NVIDIA

Jeffrey M. Birnbaum
Founder & CEO, 60East Technologies

Dr Flavio Villanustre
VP, Tech LexisNexis

Asaf Wachtel
Sr Dir, Business Dev, Mellanox Technologies

Scott Jeschonek
Dir Prod Mgmt, Avere Systems

Dave Malik
Sr Dir, Advanced Services, Cisco

Jeffrey Sporn
Sr Bus Development Manager, NVIDIA

Neal Secher
Mgng Dir Network Arch, BNY Mellon

Nimisha S. Raut,
Application Engineer, Intel

Pat McGinn, BBA/IB, CITP, VP Product Mktg CoolIT Systems

Joseph George
Vice Pres of Solutions Strategy, SUSE

2016

13th Annual
HPC FOR WALL STREET – CLOUD & ACCELERATING COMPUTING
Show and Conference

An Efficient New York One-Day All-in-One Program.

2016 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 - 9:20 am   Session 1   Keynote Session

HPC, Cloud, and Hyper-Scale FinTech Systems.

The 2016 HPC program will feature Trading Smarter, Machine Learning, Internal and External Public Cloud, Optimizing Cost and Throughput, Trading at the Speed of Light. This opening session will shape the discussions by leading speakers for our full day of conference sessions, luncheon, and exclusive viewing times on the exhibit floor.

     Dave Weber, Director Global Financial Services, Lenovo
     Terry Roche, Principal, Head of FinTech Research, TABB Group
     Felix Candelario, Solutions Architect, AWS, Amazon Web Services

Dave Weber   *Terry Roche*

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

Hyper-Scale Performance from Hewlett Packard Enterprise.

Hewlett Packard Enterprise (HPE) will provide an overview of the key market drivers and solutions HPE has developed specifically for the Financial Services Industry. Learn about CoolIT's liquid cooling solutions and how they optimize HPE platforms. Finally Intel will wrap up the session by discussing scalable technology and its application in Financial Services Industry use cases.

     Lacee McGee, Sr Product Manager, FSI Vertical Solutions, Hewlett Packard Enterprise
     Pat McGinn, BBA/IB, CITP, VP Product Marketing, CoolIT Systems
     Nimisha S. Raut, Application Engineer, Intel

Lacee McGee   *Pat McGinn*   *Nimisha S. Raut*

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)*

A Practical Approach to a Cloud Strategy in the Digital World with Cisco.

Financial services firms are racing toward a new digital era. Data center needs to cloudify, to drive agility, and leveraging innovations that include security, performance, analytics, and hybrid cloud. To win this race, FinTech firms are looking for innovative architectural approaches to create and deploy enterprise applications in the cloud. Firms need to manage multiple cloud investments, and ensure secure network policy extension across the enterprise. Learn practical approaches that leverage various technologies in this session.

     Dave Malik, Sr Director, Advanced Services, Cisco
     Neal Secher, Managing Director, Network Architecture, BNY Mellon
     Jason Tavares, US Head of Engineering, Nomura Securities

Dave Weber   *Neal Secher*

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

The Changing World of HPC, Project Management and Code Writing.

Jeff Birnbaum is in the thick of FinTech projects focused on hyper-speed, optimization, and innovative code writing for his firm's clients. Hear what Jeff Birnbaum is working on now.

     Jeffrey M. Birnbaum, Founder & CEO, 60East Technologies, Inc.

Jeffrey M. Birnbaum

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)*

Optimizing Costs and PutThrough.

Capital Markets firms must harness massive data capability, scalability, and hyper-speed while reducing operational costs. HPC, GPU, Accelerating Computing, virtualization are all in the mix of systems FinTech firms must employ. Hear from experts in this field.

Dino Vitale, TD Securities
Harvey Stein, Head of Credit Risk Modeling, Bloomberg
Jeffrey Sporn, Sr Business Development Manager, NVIDIA

Dino Vitale   *Harvey Stein*   *Jeffrey Sporn*

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

Machine Learning – HPC Technologies Driving Advances.

Machine learning is a requisite in the nano speed world of trading, execution, transmission, and data storage. The major FinTech firms are adopting machine learning to exploit the capabilities of nano speed operations in today's markets.

Asaf Wachtel, Sr Director, Business Development, Mellanox Technologies
Bob Keating, Solutions Architect, NVIDIA

Asaf Wachtel   *Bob Keating*

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)*

Large-scale Entity Extraction and Probability in LexisNexis. A Session Sponsored by Micron.

Large-scale entity extraction, and linkage in Big Data challenge traditional methodologies developed over the last 30 years: Entity linkage is cornerstone for a wide spectrum of applications, Master Data Management, Data Warehousing, Social Graph Analytics, Fraud Detection and Identity Management. Traditional rules based heuristic methods usually don't scale properly, are language specific and require significant maintenance over time.

Dr. Flavio Villanustre, VP, Technology, LexisNexis

Dr. Flavio Villanustre

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

Trading Smarter by Exploiting the Memory Hierarchy.

The basic premise is to look at getting data to the compute faster. If you have 5TB of market data you want to do aloha discovery or backtesting against then that's too big for a single node… you can put it on node SSD but you have to manage a plethora of nodes and SSDs and send data to each. Or you put it on a file system.

Philip Filleul, Segment Director – Financial Services, Cray Inc.

Philip Filleul

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

4 pm   Exhibits Conclude.   Conference Continues:

4-4:50 pm   Session 10 General Session

Update: HPC, Cloud, Linux and Capital Markets Systems.
Joseph George, Vice President of Solutions Strategy, SUSE
Scott Jeschonek, Director, Product Management, Avere Systems
Jeffrey Smart, formerly Risk Management, Sun America, div AIG

Joseph George   *Scott Jeschonek*   *Jeffrey Smart*

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

Speakers and Program subject to change.

HOTEL RESERVATIONS

Flagg Management Inc
353 Lexington Ave
New York, NY 10016
Phone (212) 286-0333
FAX: (212) 286-0086

RETURN SERVICE REQUESTED

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 - 2016 High Performance Computing**."

Special rate of $319 Mon-Tues, Sept 19-20 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 2016 EXHIBITORS

as of 8/29/16

Avere Systems	International Computer
CDW	Concepts (ICC)
Chelsio Communications	Lenovo
Cisco	Linux Journal
Commvault	Linux New Media
Cray Inc.	Mellanox Technologies
Database Month	Mentor Graphics
Dell	Micron
DINI Group	Minimal Metrics
Dolphin Interconnect	Nallatech
Solutions	NEC
Exablaze	Omnibond Systems, LLC
Fiberblaze	On Wall Street
Hewlett-Packard Enterprise	Scalable Informatics
HPCwire / Datanami /	Solarflare
EnterpriseTech	SUSE
Info X Distribution	Terasic Technologies
Information Management	Wall Street Technology
Integration Developer News	Association

Sponsors

Gold Sponsors
Cisco Systems, Inc.
Cray, Inc.
Hewlett-Packard Enterprise
Lenovo
Micron

Silver Sponsors
SUSE
Terasic Technologies

Sponsor
Database Month

Media Sponsors
HPCwire/Datanami/
Enterprise Tech
Information Management
Integration Developer News
Linux Journal
Linux New Media
Money Management
Executive
On Wall Street

Association Sponsor
Wall Street Technology
Assoc

2016 HPC CLOUD & ACCELERATING COMPUTING   TUES, SEPT. 20

CONFERENCE REGISTRATION

Sign Up Today for the Low-Cost Program.   Before Sept. 12 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 Sept. 12**

ONLINE: www.flaggmgmt.com/hpc

Method of Payment   Duplicate for multiple registrations.

☐ Check payable to: Flagg Mgmt Inc

Mail to: 2016 HPC for Wall Street - Cloud & Accelerating Computing
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 Sept. 12, 2016, 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 _____@_____