



TradeTech Architecture

Optimizing Your
Technological Leverage In
Tomorrow's Marketplace

October 17-19, 2011
Digital Sandbox, New York, NY
www.tradetecharchitecture.com



SNEAK PREVIEW:



Yuri Salkinder
Head of US Electronic
Trading Technology at
Credit Suisse talks hardware/
software acceleration!



JOIN US ON:



2011 SPEAKING FACULTY INCLUDES



Neal Goldstein
Chief Information Officer
LIQUIDNET



Tom Haller
Senior Vice President,
Chief Software Architect,
Trading Systems
NYSE Euronext



Seth Hoenig
Head Trader
**GLENHILL CAPITAL
MANAGEMENT**



Tomoyoshi Uranishi
Managing Director
**TOKYO STOCK
EXCHANGE**



John F. Malitzis
Executive Vice President,
Market Regulation
Department
FINRA



Flora Sah
Senior Vice President
**STATE STREET
CORPORATION**

Discussions Include:

- Market Data Infrastructure
- Big Data
- Trading Architecture
- Colocation
- Algo Measurement
- SOR Configuration
- Hardware & Software Acceleration
- Multicore Processing
- Exchange Technologies
- Low Latency
- Cloud Computing
- High Frequency Trading

Don't Miss The Global Exchange Summit

Explore the changing competitive landscape, venue consolidation and what the exchanges have in store from a technology perspective in 2012 and beyond.

See Page 4 for details.

NEW FOR 2011

- **Enlightening Round Presentations** – Walk away having evaluated 6 cutting edge solution providers in just 1 hour!
- **Track sessions** ensure a full program of takeaways whether you're a CTO, trading architect or business development executive!
- **41+ Expert industry speakers** from investment banks, broker-dealers and hedge funds to give you



TABLE OF CONTENTS

2

Who Attends TradeTech Architecture?

3

41+ Speakers Click Here to Have A Look

4

Most Comprehensive Agenda To Date

10

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TradeTech Architecture

October 17-19, 2011 • New York, NY

www.tradetecharchitecture.com

Dear Colleagues:

Between the exponential growth of market data, the race to zero latency, the evolving exchange marketplace and changes to the regulatory landscape, trading technology executives like you certainly have your work cut out for you in 2012. Staying a step ahead of your competitors is becoming increasingly difficult if you're not aware of the latest strategies and solutions for colocation services, hardware acceleration and grid computing.

TradeTech Architecture is a senior-level symposium that gathers together CTOs, architecture executives, trade execution professionals and managing directors of business development to discuss new technologies, how to build the infrastructure to support them and how to best integrate these systems into existing technology platforms.

TradeTech Architecture provides:

- A technological strategy for managing the exponential growth of market data
- Opportunities to reduce latency as much as possible through hardware and software acceleration to stay competitive with industry leaders
- Benchmarking in terms of grid computing, colocation, smart order routing and algo development

Quite simply, **TradeTech Architecture** is the perfect opportunity to ramp up your 2012 strategy for accelerating your trading systems. We've expanded the CTO Think Tank, added brand new formats and added more granular technology talks and takeaways. Take a moment now to ensure you don't miss out on your chance to reduce latency and optimize your architecture.

Hope to see you in October.

Regards,

Ian McRae

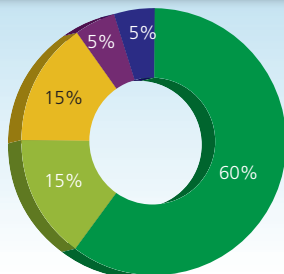
Who Will You Meet At TradeTech Architecture?

- CTO/CIO (Chief Technology Officer, Chief Information Officer) Chief Architect Officer
- Head of Grid/HPC (High Performance Computing)/Utility
- Systems Engineer/Architect/ Programmer
- Architect (IT Infrastructure)
- Electronic Trading
- Equities/Fixed Income/Derivatives Architect/Trading Technology
- Trading Technology
- Front Office Technology Executives
- SVP, Software Development
- Applications Architecture
- Applications Developer/Engineer
- Network Engineer/Technician
- Software Developer/Engineer
- Sales and Trading Executives
- SVP, Algorithmic Trading
- Managing Director, Client Connectivity
- Risk Technology
- Quantitative Analytics/Strategist

...from the Industry's Leading:

- Investment Banks and Broker Dealers
- Hedge Funds and Proprietary Trading Firms and HFT Shops
- Exchanges and Other Trading Venues
- Large Asset Managers

ATTENDEE BREAKDOWN



- Investment Banks & Brokers of All Sizes
- Exchanges
- Prop Shops & Hedge Funds
- Top Asset Management Firms
- Market Data Providers

"An exciting event - this conference raised the profile of IT in the capital markets."

Tony Chau, Global Chief Architect, JPMorgan

All New Speaking Faculty Featuring:

Brett W. Redfearn
*Americas Head of Market Structure
Strategy*
JP MORGAN CHASE

Tom Haller
*Senior Vice President, Chief Software
Architect, Trading Systems*
NYSE Euronext

Shari Noonan
*Chief Operating Officer, Electronic
Trading*
DEUTSCHE BANK

Seth Hoenig
Head Trader
GLENHILL CAPITAL MANAGEMENT

Tomoyoshi Uranishi
Managing Director
TOKYO STOCK EXCHANGE

Sonny Baillargeon
Chief Technology Officer
PICO QUANTITATIVE TRADING

Vlad Gellershteyn
Vice President
BANK OF AMERICA MERRILL LYNCH

Gregg Dudzinski
*Vice President, Trading Technology &
Operations*
HUDSON SECURITIES

Maureen O'Hara
*Robert W. Purcell Professor of Finance at
the Johnson Graduate School of
Management*
CORNELL UNIVERSITY

Chairman, Board of Directors
ITG

Matt Andresen
Co-CEO
HEADLANDS TECHNOLOGIES

David Easley
Scarborough Professor of Social Science
CORNELL UNIVERSITY

Richard Huddleston
*Executive Director of
High Performance Engineering*
MORGAN STANLEY

Patrick Flannery
Director of Engineering
SUMO CAPITAL

Thomas Chippas
Managing Director
BARCLAYS CAPITAL

Gregg Dudzinski
*Vice President, Trading Technology &
Operations*
HUDSON SECURITIES

Steven Sadoff
*Executive Vice President,
Global Head of Operations, Services &
Technology and Chief Information Officer*
KNIGHT CAPITAL GROUP

Robert L. D. Colby
Partner
DAVIS, POLK & WARDELL, LLP
*Former Deputy Director of Trading and
Markets*
**U.S. SECURITIES AND EXCHANGE
COMMISSION**

Daniel Friel
*Senior Vice President,
Technology and Market Operations,
and Chief Information Officer*
INTERNATIONAL SECURITIES EXCHANGE

Ralf Roth
*Managing Director, Global Head of Product
Development*
DEUTSCHE BANK

Joe Kennedy
*Vice President, Architecture, User Experience
& Enterprise Data Warehouse*
STATE STREET

Yuri Salkinder
Director
CREDIT SUISSE

John Jacobs
Chief Operations Officer
LIME BROKERAGE

Mats Andersson
Chief Technology Officer
NASDAQ OMX

Adam Mazur
Managing Director
GOLDMAN SACHS

Tom Cesare
*Vice President, Electronic Client Solutions -
Global Equities*
JP MORGAN CHASE

Neal Goldstein
Chief Information Officer
LIQUIDNET

John Malitzis
Executive Vice President
FINRA

Art Sedighi
*Global Head,
Grid, HPC Engineering*
**BANK OF AMERICA
MERRILL LYNCH**

Matt Senecal
*Managing Director, Chief Operating
Officer, Electronic Trading*
UBS

Andrew Freyre Sanders
*Global Head of Client Electronic
Execution*
RBS

John Cogman
Director, Autobahn
DEUTSCHE BANK

Tudor Morosan
*Director, Architecture &
Technology Research*
TMX Group

Nikolay Viktorovich Egorov
Senior Vice President
MICEX

Stephen Cooper
*Global Product Lead,
Technology Director*
LIQUIDNET

Jaime Jofre
Chief Technology Officer
PRAGMA SECURITIES

Corrie Elston
*Vice President, Core Lead for
FX Trading and Sales Technology*
GOLDMAN SACHS

Neal Goldstein
Managing Director
JP MORGAN CHASE

Mayur Kapani
*Vice President, Architecture &
Trading Technology*
INTERCONTINENTAL EXCHANGE

Daily Highlights

MONDAY – 9:45 AM

Keynote Presentation: Identifying Best Practices To Prepare Your Organization's Technology For A Global Disaster

Tomoyoshi Uranishi, *Managing Director*, **TOKYO STOCK EXCHANGE**

MONDAY – 2:35 PM

Global Exchange Roundtable Sessions

Connect with your colleagues and key technology leaders of the world's leading exchanges and takeaway unparalleled insight. Featuring **NASDAQ OMX**, **NYSE Euronext**, **Intercontinental Exchange** and more!

TUESDAY – 9:00 AM

Deploying Cutting Edge Algos To Sidestep The Next Flash Crash

David Easley, *Scarborough Professor of Social Science*, **CORNELL UNIVERSITY**

Maureen O'Hara, *Robert W. Purcell Professor of Finance at the
Johnson Graduate School of Management*, **CORNELL UNIVERSITY**
Chairman, Board of Directors, **ITG**

TUESDAY - 4:00 PM

CTO Think Tank & Interactive Roundtable Discussions

Our new CTO Think Tank & Interactive Roundtable Discussions provide our senior level attendees with a chance to network and exchange ideas in this exclusive format. Smaller tables of around 6-8 C-level executives ensure that everyone will be involved in the discussion.

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WEDNESDAY – 11:45 AM

Regulatory Update: Balancing Profitability With The Latest Requirements

John Malitzis, *Executive Vice President*, **FINRA**

Robert L. D. Colby, *Partner*,
DAVIS, POLK & WARDELL, LLP
Former Deputy Director of Trading and Markets, **U.S. SECURITIES
AND EXCHANGE COMMISSION**

9:00 **Coffee & Registration**

9:30 **Chairperson's Welcome Address**

9:45 **Keynote Presentation: Identifying Best Practices To Prepare Your Organization's Technology For A Global Disaster**

Tomoyoshi Uranishi
Managing Director

TOKYO STOCK EXCHANGE

When an unforeseen catastrophic event or natural disaster strikes, your organization's technological infrastructure must be able to withstand the impact. Even seconds of downtime could have monumental consequences in today's high volume trading environment. During the tragic events of March 11, the Tokyo Stock Exchange faced a volley of threats to its infrastructure. Make sure you arrive early to learn how one of the largest exchanges in Asia prevented the disaster from disrupting its technological architecture.

- Determining which disaster recovery solutions are best aligned with your organization's infrastructure
- Identifying factors to consider when engineering your real time disaster recovery system with multiple back ups
- Developing post-event standard operating procedures (SOPs) for your IT team to mitigate the impact to your systems
- How Much Is Too Much? Defining boundaries for your disaster preparedness infrastructure

10:30 **Panel: How Will Upcoming Technological Changes And Behavioral Shifts Impact Broker Dealers?**

Tom Haller
*Senior Vice President,
Chief Software Architect,
Trading Systems*
NYSE Euronext

Tomoyoshi Uranishi
Managing Director
TOKYO STOCK EXCHANGE

Neal Goldstein
Chief Information Officer
LIQUIDNET

Between the multitude of global mergers and the rapid evolution of exchange technology, the exchange landscape is changing every day. Where do the top exchange executives envision the industry going? And perhaps most importantly, how are these changes going to impact the broker-dealer community?

- Will we see the exchanges adopt a unified, high-performance binary protocol?
- How do the exchanges feel about regulations that force brokers to unify the structure of order identification of execution?
- Are we going to see an increase in the interconnectivity between the various venues and locations?
- How are current and future mergers going to affect technological infrastructure and architecture at other financial institutions?

11:15 **Morning Networking Coffee Break**

11:45 **Evaluating Technological Capabilities And Advantages Of Today's Exchanges**

Mats Andersson
Chief Technology Officer
NASDAQ OMX

Financial institutions are constantly adjusting their trading, connectivity and colocation strategies to stay ahead of competitors. When fractions of a second translate to significant changes to your bottom line, you need to ensure that you have the fastest access to the exchanges. Learn from Mats Andersson, CTO of NASDAQ OMX, as he explores methods for keeping your organization ahead of the pack.

- Developing your matrix to measure the transparency, liquidity and value of each venue based on trading strategies
- Determining the extent to which a venue's technology matches up with your own architecture
- Ensuring that you have the most optimal, high-speed links between various markets
- Trading Off: Prioritizing exchange speed, regulatory controls and surveillance capabilities

12:20 **Panel: FIX ADTL, FIX/FAST & Proprietary Binary Protocols: Navigating Today's Messaging Options**

Nikolay Viktorovich Egorov
Senior Vice President
MICEX

Mayur Kapani
Vice President, Architecture & Trading Technology
INTERCONTINENTAL EXCHANGE

- Exploring how today's messaging protocols are helping to reduce the avalanche of market data
- Determining how the emergence of proprietary binary protocol impacts your technological infrastructure
- Developing tactics for measuring the fastest method of accessing a venue
- Forecasting tomorrow's messaging protocols and technologies to position your architecture ahead of the curve

1:00 **Lunch**

2:00 **Leveraging Open Architecture to Drive Low Latency Initiatives**

Daniel Friel
*Senior Vice President, Technology and Market Operations,
and Chief Information Officer*
INTERNATIONAL SECURITIES EXCHANGE

2:35 **Global Exchange Roundtable Sessions**

Connect with your colleagues and key technology leaders of the world's leading exchanges and takeaway unparalleled insight. Featuring **NASDAQ OMX, NYSE Euronext, Intercontinental Exchange** and more!

4:00 **Global Exchange Focus Summit Concludes**

TradeTech Architecture Enlightening Round Presentations – 5 Lightning Quick Product Demos in Just 1 Hour!

Each of these brief, precise vendor showcases ensure that you walk away with an evaluation of 5 cutting edge solution providers, in the time it takes for one traditional presentation.

8:00 Coffee & Registration

8:45 Chairperson's Welcome Address

9:00 Deploying Cutting Edge Algos To Sidestep The Next Flash Crash

Maureen O'Hara
Robert W. Purcell Professor of
Finance at the Johnson
Graduate School of
Management
CORNELL UNIVERSITY

David Easley
Scarborough Professor
of Social Science
CORNELL UNIVERSITY

Chairman, Board of Director
ITG

- Defining and calculating Volume Synchronized Probability of Informed Trading (VPIN)
- Understanding how the new metric can be used to avoid liquidity shortages by detecting when orders are becoming toxic for market makers
- Establishing expectations and limitations for VPIN usage
- Should regulators consider designing a circuit breaker based on VPIN instead of price changes

9:35 Panel: The Race To Zero – Low Latency In High Frequency Trading

Richard Huddleston
Executive Director of High Performance
Engineering
MORGAN STANLEY

Christian A. Sommer
Director, Capital Markets
INTEL CORPORATION

- Exploring whether the market has reached critical mass with low latency tools
- Establishing your latency strategy by getting a better understanding of your execution capabilities and marketplace
- Achieving ultra low latency while tying your architecture to multiple exchanges
- Assessing how consistent and deterministic latency changes market risk
- Software, hardware, connectivity and networks: Where does the biggest opportunity lie moving forward?

10:10 Enlightening Round Presentations

Round 1: Intersystems 

11:00 Networking Morning Coffee

11:30 Case Study: Real-time Spreads & Market Data

Gregg Dudzinski
Vice President, Trading Technology & Operations
HUDSON SECURITIES

12:05 Market Access Rule: Risk & Surveillance Under New Regulatory Reform

Brett W. Redfearn
Americas Head of Market Structure Strategy
JP MORGAN CHASE

- Market Access Rule and Risk Checks: Shedding light on the gray areas
- Providing surveillance and delivering the lowest level of latency to key accounts
- Comfort Level: Operating within market regulation, but without risk controls
- Exploring the merit of taking a harder stance than required to avoid a crisis

12:40 Panel: What Lies Ahead For The Trading Industry And Trading Technology?

Andrew Freyre Sanders
Global Head of Client Electronic Execution
RBS

John Jacobs
Chief Operations Officer
LIME BROKERAGE

- Comparing the dynamics of today's technology to the lack of market transparency pre-2000s
- How does technology serve as a barrier for market participants?
- To what extent does the emergence of HFT and exclusive technologies impact the commercial investor?
- How will technologies continue to shape the new competitive marketplace and define trading strategies across asset classes?

Concurrent Sessions Begin

1:15 Lunch For Delegates & Speakers

STREAM 1: CTO Think Tank *Invite Only

2:30 CTO Case Study: Trading Technology Cost vs. Performance

Informatica Private Lunch Meeting


The Data Integration Company™

STREAM 2: Business Development & Front Office Focus

Navigating And Managing Infrastructure Investment As Transaction Volumes Increase

Sonny Baillargeon
Chief Technology Officer
PICO QUANTITATIVE TRADING

- Architecture and Infrastructure: Determining the impact of latency arbitrage, order anticipation strategies and high-frequency activity on data volumes
- Measuring the increase of market data of quote volume against the volume of actual traded volume
- Selecting proper methods for providing proper network infrastructure estimates and costs
- Building flexible cost-efficient structures while maintaining cost of ownership
- Forecasting data volumes for 2012 and beyond

STREAM 3: Technical & Infrastructure Focus

Case Study: Low Latency Messaging in Today's Trading Environment

Matt Meinel
Vice President of Market Development,
Ultra Messaging
INFORMATICA


The Data Integration Company™

Please see www.tradetecharchitecture.com for more details!

STREAM 1: CTO Think Tank **Invite Only*

3:05

CTO Panel Discussion TBD

Shari Noonan
Chief Operating Officer, Electronic Trading
DEUTSCHE BANK

Jaime Jofre
Chief Technology Officer
PRAGMA SECURITIES

STREAM 2: Business Development & Front Office Focus**Shaving Your Trade Latency Below The One Microsecond Barrier**

Ralf Roth
Managing Director
Deutsche Bank Securities

- Determining how the regulatory ban on naked access alters the low-latency landscape
- Integrating pre-trade risk checks while minimizing the impact of transaction speed
- Beyond Software Optimization: Building low latency solutions that are based on FPGA
- Buy vs. Build: Maintaining IP control during latency reduction efforts
- Establishing latency measurement standards

STREAM 3: Technical & Infrastructure Focus**Panel: Creating High Productivity Throughput In Multicore Processing Technologies**

Joe Kennedy
Vice President, Architecture, User Experience & Enterprise Data Warehouse
STATE STREET

- Determining how cores communicate and effectively utilize the backend of the box
- Leveraging software to tweak your high performance capabilities
- Examining chip and backplane architecture as a method for increasing throughput
- Establishing accurate, independent benchmarks against competing technologies

3:40 **Afternoon Coffee & Networking**4:00 **Interactive CTO Roundtable Discussions****Invite Only*

Kenneth J. Muckenhaupt
Executive IT Specialist STG FSS CTO
IBM STG Banking Center of Excellence



- Optimizing Your Algo and SMO Configuration & Testing Strategies
- Leveraging Co-Lo Strategies and Proximity Hosting to Eliminate Lag
- Determining the Impact of New Regulatory Environment on Your IT Systems
- Developing Front Office Technology for a Fragmented Market
- Leveraging Hardware Acceleration Technologies to Circumvent Latency Issues

4:35

**Panel: Leveraging Cutting Edge Hardware Acceleration To Increase Your Architectural Capabilities**

- Uncovering network processes and other hardware-based solutions to solve old problems
- Identifying business processes that could benefit from the FPGA chip
- Managing expectations and defining limitations of hardware-based solutions
- Selecting hardware that best matches up with existing infrastructure

Corrie Elston
Vice President, Core Lead for FX Trading and Sales Technology
GOLDMAN SACHS

Panel: The Latency Debate – Defining And Measuring Latency In Today's Marketplace

Tom Cesare
Vice President, Electronic Client Solutions - Global Equities
JP MORGAN CHASE

Richard Huddleston
Executive Director of High Performance Engineering
MORGAN STANLEY

- Understanding the importance of stable and predictable latency
- Pinpointing latency during critical microbursts of trading activity
- Latency Measurement: Factoring in routing decisions and algorithms
- Identifying methods for deploying technology in a cost effective manner

Interactive Technical Roundtable Discussions

Moderators:

Vlad Gellershteyn
Vice President
BANK OF AMERICA MERRILL LYNCH

Interactive Technical Roundtables provide our technical attendees with a chance to network and exchange ideas in this exclusive format. Smaller tables of around 6-8 trading architecture executives ensure that everyone will be involved in more granular discussions of a technical nature.



9:00 **Coffee & Registration**

9:30 **Chairperson's Welcome Address**

9:45 **Keynote: Big Picture Insight**

Matt Andresen
Co-CEO
HEADLANDS TECHNOLOGIES

10:15 **Panel: Testing Algo And Smart Order Routing Configurations To Provide The Most Accurate Snapshot Of Your Performance**

- Understanding the complications and common misperceptions of algo and SRO performance testing
- Managing the massive number of permutations throughout testing processes
- Replicating conditions and near identical sequences of market data
- Selecting partners that provide the most accurate testing based on your system configuration

Shari Noonan
Chief Operating Officer, Electronic Trading
DEUTSCHE BANK

Thomas Chippas
Managing Director
BARCLAYS CAPITAL

10:45 **Panel: Achieving Ultra Low Latency Through Hardware Acceleration**

Yuri Salkinder
Director
CREDIT SUISSE

- Fact from Fiction: What is feasible in today's hardware accelerated environment?
- Determining project capabilities on FPGA vs. a standard CPU
- Making the Business Case: Forecasting ROI for your hardware acceleration projects
- Identifying and overcoming common pitfalls and challenges during hardware acceleration
- Strategies for coping with the far less flexible environment of hardware acceleration

11:15 **Networking Morning Coffee**

11:45 **Regulatory Update: Balancing Profitability With The Latest Requirements**

John Malitzis
Executive Vice President
FINRA

Robert L. D. Colby
Partner
DAVIS, POLK & WARDELL, LLP
Former Deputy Director of Trading and Markets
U.S. SECURITIES AND EXCHANGE COMMISSION

- From Dodd/Frank to the Market Access Rule: Determining the true impact of regulations
- Protecting exchanges and other trading venues from computer-generated volume spikes
- Identifying tactics for achieving compliance with minimal impact to your organization's bottom line
- Forecasting how upcoming regulatory action may impact your technological infrastructure

12:15 **Panel: Staying Ahead Of Market Data Distribution From An Architectural Standpoint**

Steven Sadoff
Executive Vice President, Global Head of Operations,
Services & Technology and Chief Information Officer
KNIGHT CAPITAL GROUP

Matt Senecal
Managing Director, Chief Operating Officer, Electronic Trading
UBS

Tom Haller
Senior Vice President, Chief Software Architect, Trading Systems
NYSE EURONEXT

- Managing global data volumes from the proliferation of potential execution venues without overwhelming your architecture
- How are top firms dealing with compressing, indexing and searching data in parallel?
- Fine-tuning your front-end systems to cope with latency and volatility issues
- Evaluating integration strategies for market data distribution platforms
- Preparing for the next generation of products and ensuing wave of market data

12:45 **Panel: Overcoming Operational Concerns And Challenges In The High Frequency Trading Environment**

Adam Mazur
Managing Director
GOLDMAN SACHS

John Cogman
Director, Autobahn
DEUTSCHE BANK

- Identifying controls that allow for market volatility while managing risk
- Maintaining your competitive edge while not raising concerns from regulators
- Reviewing configuration strategies for high performance trading architecture optimization
- Exploring whether HFT infrastructure should be segregated from DMA and institutional systems

1:15 **Lunch**

"We've been participants at TradeTech for some time. There is a lot of content. I think that's meaningful to be in the marketplace today, definitely on the electronic side, the technology side. It's a very well attended conference and you hear from buy side and sell side so you get a lot out of it."

Tony Huck, Managing Director, Head Equity Execution Services, RBS

Concurrent Sessions Begin

STREAM 1 Business Development & Front Office Focus

2:15 **Deploying Known Technologies In A Cost Effective Manner To Improve Profitability**

Patrick Flannery
Director of Engineering
SUMO CAPITAL

2:45 **Panel: Rationalization Of Market Data Infrastructure**

Stephen Cooper
Global Product Lead, Technology Director
LIQUIDNET

- Allowing for maximum connectivity while minimizing costs of data storage
- Providing rationalization when different models have to converge
- Exploring alternative models to alleviate massive strains on consumers of market data
- Identifying potential long-term technological strategies to cope with the exponentially increasing volumes

STREAM 2 Technical & Infrastructure Focus

InterSystems Case Study

Please see www.tradetecharchitecture.com for more details!


Managing Data In A Grid Environment

Art Sedighi
Senior Vice President, Grid Computing
Bank of America Merrill Lynch

- Assessing tactics for crunching data that requires larger space than you have available
- Deploying paging techniques to swap data between main memory and secondary storage
- Leveraging heuristic algorithms to find out what data to page-in and page-out
- Methods for handling complex paging logic when dealing with a multi-job environment

3:15 **Evaluation Of Scalable, High-Performance Trading Solutions Successful Methods To Develop Front Office Technology For A Fragmented Market**

Neal Goldstein
Managing Director
JP MORGAN CHASE

- Determining the impact of market fragmentation on technology across all dimensions (liquidity, geographically and by asset class)
- Examining the data flow between various front ends, enterprise risk systems and OMSs
- Finding the balance and providing the most liquidity and best execution tools across various venues and asset classes
- Designing flexible architecture to allow for increasing fragmentation

4:00 **End Of TradeTech Architecture 2011**

“Thanks for putting on a great conference that allowed me to learn from other trading technology executives.”

- Marc Rieffel, COO/CTO, WorldQuant

“It was a real pleasure to attend such a good and well organized event that allowed me to discuss high frequency trading issues with my peers.”

Chris Bartlett, Director, Trading & Trading Technology, Nobilis Capital

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