

**TIME IS MONEY.
MAKE THE MOST
OF BOTH.**



DATA CENTER OPTIMIZATION

With top products and expert advice, we get how to streamline a data center so you can beat the clock and the competition.



IF YOUR FIRM'S INFRASTRUCTURE ISN'T UP TO SPEED, IT'S OUT OF TIME.

We get the game of nanoseconds. Faster. Quicker. Buy. Sell. Trade. Do it now. Or do it never. You need a high-powered data center that will reduce latency, increase reliability and turn a profit. Lucky for you, we're experts in exactly that.

If you want to connect, trade and store data quicker than everyone else, your technology investment should primarily be focused on high-performance servers and specialized storage solutions. This will give you the ability to support high-speed trading and the influx of transaction data. And in the end, make your infrastructure faster, more powerful and efficient.

Because the faster your technology works, the quicker you trade. And the quicker you trade, the more money you can make.

2/3

of financial services firms fear their analytics programs and infrastructures will not be able to handle increasing analytical complexity and data volume.

Wall Street & Technology Report, July 2010



BE CONFIDENT IN YOUR INFRASTRUCTURE

We've got the technology you need to optimize your data center and reduce your stress level. Backed by a team of experts, your dedicated account manager can work with you to assess your infrastructure, find ways to reduce latency, and ensure you have the processing power and connectivity to support growing global market demands. They will also help you weigh the pros and cons of technology, provide you with options and make sure your investment will support the extreme volume of data with the lowest latency transmissions possible.

MEET SOMEONE WHO GETS IT



JASON F.
CDW Securities and
Investments
Account Manager

The buying and the selling. The immense flow of data. The fast pace that just keeps getting faster. You deal with it daily. So does your account manager. Every member of our Securities and Investments team is highly trained in the ins and outs of the industry.

Got a question about technology? Get the answer from someone who gets IT.

CERTIFICATIONS

Microsoft Sales Certified, Cisco Sales Certified and VMware Sales Certified

PURE PROCESSING PERFORMANCE.

HP SERVERS

You need the processing power to support high-speed trading. You also need a data center that's as manageable as it is powerful. With the latest servers from HP, you get high performance that's easy to manage and reliable, too.

HP servers are equipped to easily handle the increasing volume of both buy and sell transactions. Designed for dynamic and complex environments, HP servers deliver increased flexibility and performance. Thanks to HP's engineering excellence, you'll also get enterprise-class uptime. And because they reduce energy consumption in the data center, they can even make better use of limited rack space.

We'll work with you to find the HP server that suits your firm's requirements. With best-in-class performance and the latest Intel processor technology, you can get the high-powered solution that's right for you.



HP ProLiant DL380 G7 Rack-mount Server

Increased flexibility and performance

CDW 2090727

Two Six-Core Intel® Xeon® Processors X5650 (2.66GHz)

\$6799.99

- Memory: 12GB std., 384GB max. (PC3-10600R DDR3)
- Hard drive: none ship std.; up to 16 SFF hot-pluggable SAS/SATA drive bays available, 9.6TB max. storage
- 12MB Level 3 Cache
- Two HP NC382i Dual-Port Multifunction Gigabit Server Adapters

PERFORMANCE MODEL

Hard drives sold separately



HP ProLiant DL580 G7 Rack-mount Server

Enhanced performance, security and reliability features

CDW 2125055

Two Six-Core Intel® Xeon® Processors E7530 (1.86GHz)

\$10,899.99

- Memory: 16GB std., 1TB max. (PC3-10600R)
- Hard drives: none ship std.; up to eight SFF SAS drive bays available, 4.8TB max. storage
- 12MB Level 3 Cache
- NC375i Integrated Quad-Port Multifunction Gigabit Server Adapter

Hard drives sold separately



ProLiant SL390s G7 Server¹

Optimized for scale-out customers to greatly reduce costs

CDW 2214140

Two Six-Core Intel® Xeon® Processors X5667 (3.0GHz)

\$6843.99

- Memory: 24GB std., 192GB max. (PC3-10600R DDR3)
- Hard drive: none ship std.; up to two 2.5" non-hot-pluggable bays available, 2TB max. storage
- 12MB Level 3 Cache
- Embedded NC362i Integrated Dual-Port Gigabit Server Adapter

IF IT'S NOT SCALABLE, IT'S NOT GOING TO WORK.

IBM SERVERS

Transactions keep getting faster. As the industry powers ahead, you need scalable servers to support the high-end applications and intensive workloads your firm deals with every day. With a flexible infrastructure, you're better equipped to keep up.

IBM servers are easily scalable and designed to meet the fluctuating needs of your data center. Powered by the latest Intel technology, they have the processing power to quickly manage data influx from both buy and sell transactions. They optimize your data center by reducing latency and downtime. And because they're built for performance, these servers will scale up to meet your future needs.

From one-way servers to 16-way consolidation platforms, IBM offers a range of scalability options. We'll help find the scalable server that's flexible enough to suit your needs and powerful enough to keep you ahead of the competition.

To learn more, contact your CDW Securities and Investments account manager, visit CDW.com/securities or call 800.706.4239 today.



Hard drives sold separately

IBM® System x3250 M3 Rack-mount Server

Maximum uptime and minimal IT support

CDW 1865715

Quad-Core Intel® Xeon® Processor X3450 (2.67GHz)

\$1371.99

- Memory: 4GB std., 32GB max. (PC3-10600)
- Hard drive: none ship std.; up to three hot-swap SAS/SATA drive bays available, 4TB max. storage
- 8MB Level 3 Cache
- Integrated Dual Gigabit Ethernet



Hard drives sold separately

IBM System x3650 M3 Rack-mount Server

Offering robust and proven technology

CDW 2031471

Quad-Core Intel® Xeon® Processor E5620 (2.40GHz)

\$2769.99

- Memory: 4GB std., 192GB max. (PC3-10600 DDR3)
- Hard drive: none ship std.; up to 16 hot-swappable SAS/SATA drive bays available, 9.6TB max. storage
- 12MB Level 3 Cache
- Integrated Dual Gigabit Ethernet



Hard drives sold separately

IBM BladeCenter® HX5

Provide optimal performance for your virtualization and database applications

CDW 2052763

Eight-Core Intel® Xeon® L7555 Processor (1.86GHz)

\$8789.99

- Memory: 8GB std., 128GB max.
- Hard drive: none ship std.; up to two non-hot-swappable SSD bays available, 100GB max. storage
- 24MB Level 3 Cache
- Integrated Dual Gigabit Ethernet

SAVING AT THE SPEED OF SECURITIES.

DATA STORAGE

Buy fast. Sell quick. Trade now. There are hundreds of transactions to document and log every day. Managing this mass of data is paramount to your firm's success. But typical storage units can't handle this much information, let alone the speed it's moving at. And without flexibility to grow, out-of-the-box data storage will fail your firm in the long run.

Store data as quickly as it comes in with disk-based storage solutions. Easily scalable, these storage solutions can withstand data from both buy and sell transactions while also reducing required disk space. They also support solid-state disks that are 30 times faster than traditional drives. By immediately recognizing, storing and backing up data, these storage centers provide continuous data protection.

Based on your current storage demands and your firm's future needs, we'll help you find the data storage solution that will grow with you. Because as the industry keeps picking up speed, your storage system has to keep up.



HP StorageWorks® P2000 G3 MSA FC/iSCSI Dual Combo Controller LFF Array

CDW 2006327

- Delivers an affordable, high-performance storage array solution offering the flexibility of 8Gb Fibre Channel or FC and iSCSI connectivity, 64 snapshots standard and optional Remote Snap replication
- High-performance 8Gb Fibre Channel or Combo FC/iSCSI connected array designed for efficient consolidation and functionality
- Gives the flexibility to share the array resources over both protocols, closely matching the needs of various-sized departments and budgets



EMC® CLARiON® CX4 Series

Optimized for virtualized environments with unique software, system-level capabilities and integration

CDW 1528800

- Full EMC® CX4 product line available
- Low cost of ownership
- Innovative energy-efficient capabilities
- High-availability and data integrity features
- Easy to install, manage and scale



ExaGrid® Backup Appliance with Deduplication

High-speed, disk-based backup appliance

CDW 1684022

- Reduce disk space required by at least 10:1, and up to 50:1
- Shorten backup windows by up to 90%, ensuring all data is fully protected
- Implement disaster recovery plans through included replication
- Reduce time spent on managing backups
- Scale easily and cost-effectively
- Fully protect virtualized environments
- Reduce other costs associated with tape-based backup

THE POWER TO PREVENT DOWNTIME.

POWER PROTECTION

Your industry is increasingly global and competitive. It all comes down to the wire. Even a second of latency could cost your firm that big deal – and the big money that goes with it. You need to make sure your data center is up and running all day, every day.

Power protection solutions help you take the necessary precautions. Guard against surges. Provide backup in a blackout. Be prepared for any and all power disruptions. They can protect your network at all levels of load consumption and will even run on reserve battery power in the event of a power outage.

We can help make sure your network is always up with the right power protection. Because when you protect the power, you can protect everything that matters.



APC® Smart-UPS® 3000VA USB and Serial RM 2U 120V

Power protection for servers, voice and data networks

CDW 512275

\$1231.99

- 3000VA, 2700W, eight outlets
- Up to 11 minutes of half-load runtime²
- Includes PowerChute® Business Edition Software
- Features user-replaceable batteries
- AVR (automatic voltage regulation)



Tripp Lite SMART2200RM2U Rack/Tower UPS

Intelligent, line-interactive network power management system

CDW 271879

\$739.99

- 2200VA, 1920W, 2U rack/tower
- Included power management software, USB and DB9 ports
- Advanced AVR corrects brownouts and over voltages without using battery power
- \$250,000 Ultimate Lifetime Insurance



Liebert® GXT3™ 1500 UPS

Provides wide input voltage range for fewer transfers to battery

CDW 1956798

\$1034.99

- 1500VA, 1350W, six outlets
- Installs in either rack or tower configuration
- Provides easy serviceability with user-replaceable, hot-swappable batteries
- Internal automatic bypass to utility in case of adverse UPS conditions
- No-hassle, two-year warranty with UPS replacement

MISSION CONTROL FOR MISSION: CRITICAL.

DATA CENTER MANAGEMENT

Every transaction is crucial. And when you're the one in charge of the technology that makes the transactions, you need complete control. You have to be sure you can access the entire network at any time.

With the right data center management, you have the power to connect with all of your firm's technology from a single location. Troubleshoot multiple servers. Access all endpoints and devices. Or just check on the network without interrupting service. When the entire data center is accessible, you have the ability to minimize power disruptions and drop-offs. So you can help prevent missed transactions. And when you're in control of your network, you can address any infrastructure issues before they become infrastructure catastrophes.

We'll work with your existing infrastructure to make sure you have all the management tools you need for a full data center solution. So you can be sure you're always in command.



Avocent® Cyclades® CS Console Servers

Access and control any serial device from any location

CDW 1250289

16-Port CS Console Server, AC Power

\$869.99

- Securely access any serial device from any location
- Lets you consolidate access to serial devices with a single interface
- Consolidated access to serial devices such as servers, routers and switches, as well as serial power devices eases management complexities in SMB environments, including server rooms and midsize data centers



Raritan® MasterConsole® CAT KVM Switches

PS/2, one local user, 1U, rack-mountable and cascadable with MCIM-USB computer interface modules

CDW 1462615

MCCAT18-PAC for up to eight servers

\$999.99

- Ideal solution for consolidating your equipment if your small to midsize server room or data center is getting too cluttered
- Provides bulletproof reliability and performance, including a dedicated, intelligent processor at each port so each connected server "sees" its own keyboard and mouse
- Unique "keep-alive" design ensures nonstop server operation in case of power loss to the switch and the support of high-resolution video – up to 1600x1200
- In combination with advanced technology and scalability such as server selection from the front panel channel buttons and by name from pop-up, on-screen menus, the MasterConsole® CAT is designed for flexibility
- Control eight or 16 servers, expandable to 256 servers with CAT 5e and CAT 6 UTP cable up to 150'



APC® NetShelter® SX 42U AR3100

Next-generation rack enclosure includes advanced cooling, power distribution, cable management and security features

CDW 920138

\$999.99

- 42Ux24"x42", 42U base enclosure
- Removable doors and side panels
- Ships fully assembled
- Perforated front and rear doors

To learn more, contact your CDW Securities and Investments account manager, visit CDW.com/securities or call 800.706.4239 today.

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GET AHEAD WITH HELP FROM PEOPLE WHO GET IT.

A TEAM OF EXPERTS HERE TO HELP

You know it's time to bring your data center up to speed. We can help you make it happen. It's not enough to just get the latest technology; you need to find the right technology for your firm. You want to work with people who know the nuances of the financial services industry. Those who understand the unique obstacles you face every day. You need people who get IT.

ACCOUNT MANAGERS

Get industry-leading brands from industry-certified experts. Highly trained and specialized in the securities and investments industry, they're equipped to understand the complexities of financial services. They can help assess your current technology situation and find the right data center solutions for your business.

SOLUTION ARCHITECTS

Ready to solve your infrastructure issues, our team of power solution architects work closely with your account manager to help create a high-powered data center that's easy on the energy consumption. Let us show you how to streamline your infrastructure and reduce your power bills.

DATA CENTER OPTIMIZATION Q&A

Q: HOW DO I KNOW IF MY NETWORK IS FAST ENOUGH TO KEEP UP WITH MY COMPETITION?

A: Your account manager lives and breathes securities and investments IT. So they're on top of the newest technology and the latest trends, in your industry. And because we know what's available, we know what it takes to get ahead. Our experience and expertise will help you find the best solution to optimize your data center, accelerate your network and stay in front of the competition.

KNOW IT

FOUR STEPS TO DATA CENTER OPTIMIZATION

- 1 MAKE SURE YOUR SERVERS CAN KEEP UP.** Whether it's energy efficient or easily scalable, you need a high-powered server that can handle data proliferation.
- 2 GET SPECIALIZED STORAGE.** A typical storage system can't handle the increased storage demands of a financial services firm.
- 3 PROTECT THE POWER.** From surges to blackouts, keep your network up and running with power protection.
- 4 TAKE CHARGE OF YOUR DATA.** You need to efficiently manage and control all of your technology from a single location.

To learn more, contact your CDW Securities and Investments account manager, visit CDW.com/securities or call 800.706.4239 today.



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KNOW  TOPICS. TRENDS. SOLUTIONS.

Call 800.706.4239 to learn how CDW can
bring your data center up to speed.