

**A PICOSECOND HERE.
A NANOSECOND
THERE. IT ADDS UP.**



DATA CENTER OPTIMIZATION

With years of experience implementing high-performance data solutions for securities firms like yours, we get how to choose the right technology to keep you ahead of the competition.



**IF YOU'RE NOT
MOVING FAST,
YOU'RE FALLING
BEHIND.**

Time is money and every second is an opportunity. But only if your technology is up to speed. So being fast isn't just a business advantage, it is your business. Latency and downtime are trade killers. You need a data center that's optimized for how you do business. Servers and switches that perform at market speeds. When 70% of trades are being controlled by supercomputers¹, you need a data center you can rely on. We get it. And we can help make it happen.

00463

The number of trades performed per second by today's supercomputers. That's 40 million trades per day.¹

**DATA CENTER
OPTIMIZATION. SOLVED.**

We've got the experience and expertise to help you optimize your data center. Backed by a team of solution architects, your dedicated CDW account manager will help you choose the products and technology you need to keep you ahead of the game. And since they have their fingers on the pulse of current and emerging technologies, they can help you find a solution that increases your data center's speed and reduces your stress.

**MEET SOMEONE
WHO GETS IT**



MICHAEL W.
CDW Securities and
Investments Account
Manager

The buying and selling. The immense flow of data. The fast pace that just keeps getting faster. You deal with it daily. So does your CDW 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
Cisco Certification, Microsoft Sales Accreditation,
VMware, Tripp Lite

¹Peterson, Kim. *Computers Control the Stock Market*. MSN Money, June 8, 2011.

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

ONE STEP AHEAD.

SERVERS

Your servers aren't just pieces of equipment, they're the engines that drive your data center. They need to be fast. They need to be smart. They need to have the computing power to keep your data moving, even as your business is growing. With the latest technology you can ensure low latency and the highest speeds. And as leaders in the category, we make sure we analyze the latest trends and future trends through the eyes of a trading firm. That way we can match the right servers with the needs of your firm.

Plus, CDW has a full product line of servers from best-in-industry vendors – including rack-based models from IBM that deliver the performance of four processors in a two-processor system. And all our servers are powered by the latest high-level processors, including the Intel Xeon. So you can be confident that your servers will perform for you today and in the future.



Hard drives sold separately

HP ProLiant DL380 G7 Rack-mount Server

Increased performance and durability

CDW 2317266

Two Six-Core Intel® Xeon® processors X5690 (3.46GHz)

\$8178.99

The HP ProLiant DL380 G7 Server delivers outstanding performance with improved consolidation over previous-generation servers. Increased flexibility, enterprise-class uptime, advanced server management features, latest processor series and 2U compute density make it an ideal choice for your organization.

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



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)

\$10,018.99

The HP ProLiant DL580 G7 continues to deliver exceptional HP performance, manageability and reliability features. With the latest Intel® processor technology, it is the ideal choice for customers who are ready to deploy large databases that require scale-up compute processing, large memory and I/O intensive applications.

- Memory: 16GB std., 1TB max. (PC3-10600R)
- Hard drives: none ship std.; up to eight SFF SAS drive bays available, 8TB max. storage
- 12MB Level 3 Cache
- NC375i Integrated Quad-Port Multifunction Gigabit Server Adapter



Hard drives sold separately

IBM® System x3690 X5 Rack-mount Server

Enterprise-class reliability and availability

CDW 2394793

Eight-Core Intel® Xeon® processor E7-8837 (2.67GHz)

\$11,712.99

The IBM® System x3690 X5 delivers four-processor performance, memory capacity and reliability features in a slim, breakthrough two-processor system that incorporates Intel® Xeon® processors and fifth-generation IBM X-Architecture® (eX5) technology.

- Memory: 8GB std., 512GB max. (PC3-10600 DDR3)
- Hard drives: none ship std.; up to 16 hot-swappable SAS drive bays available, 16TB max. storage
- 24MB Level 3 Cache
- Integrated Dual Gigabit Ethernet

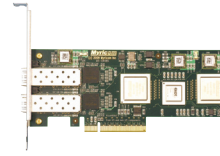
SWITCHES THAT OPERATE AT THE SPEED OF SECURITIES.

NETWORK SWITCHES

Your data center is only as fast as your slowest piece of technology. When you have multiple high-speed servers you also need high-performing switches. Otherwise your data slows down and, more important, your trades don't get filled. We'll review your current technology, your trading volume, current applications and staff familiarity with each to determine which switching solution is right for your firm.

From a range of rack-mountable HD 10GbE switches to Myricom PCIe cards, we have the resources and experience to help ensure your data center is reliable and fast. Because if you can't trade fast, it doesn't matter how smart you trade.

Myricom



Myricom® PCIe® Card

Appears to the host operating system as two independent PCI Express devices, one for each network port

CDW 1817781

\$744.99

- Low-profile PCI Express x8 add-in card
- Dual-protocol network ports, 10-Gigabit Ethernet or 10-Gigabit Myrinet®
- Wirespeed performance from both network ports concurrently
- "Gen2" (5 GTps) PCI Express x8 host port
- Firmware-controlled stateless offloads
- 14.7W typical including power for two SFP+ transceivers



Cisco® Catalyst® 2960-48TC-S

48-port 10/100BASE-TX Fast Ethernet managed, rack-mountable switch with two 10/100/1000BASE-T/SFP (mini-GBIC) ports

CDW 1322334

\$847.99

- Scalable and secure network management
- Baseline Network Admission Control based on users, ports and MAC addresses
- Easy network configuration, Cisco IOS® Software updates and troubleshooting using the embedded device manager and Cisco Network Assistant

JUNIPER NETWORKS



Juniper® EX 2200 24-port Managed Switch

Ideal for access-layer deployments in branch offices and campus networks

CDW 1971211

\$1182.99

- Compact solution for crowded wiring closets and access locations
- Low power consumption and low-acoustic fans make this an environmentally friendly solution
- Supports an optional redundant power supply (RPS), ensuring power resiliency and uncompromised availability
- Limited Lifetime Warranty

ARISTA



Arista 7124S Datacenter Ethernet Switch

Performance, scalability and high availability

CDW 2222908

Call for pricing

The Arista 7124S Datacenter Ethernet Switch features a high-density 10-Gigabit Ethernet switching solution and an extensible modular network operating system. With price performance, the Arista 7124S enables 10-Gigabit Ethernet to be deployed everywhere in the data center, which can significantly improve server utilization and consequently data center power efficiency.

BUY. SELL. TRADE. DON'T PUT ANYONE ON HOLD.

UNIFIED COMMUNICATION

It all starts with a high-performance, high-speed data center. Because when trades are on the line, staying in touch can mean staying in business. Video conferencing lets you interface with clients and coworkers in HD without meeting in person. Advanced IP telephony features can send calls directly from your extension to your mobile device, ensuring you never miss an important trade. Microsoft Lync servers enable instant messaging, conferencing and enterprise voice capabilities through one, easy-to-use interface.

Plus, with years of experience implementing unified communication solutions with vendors like Microsoft, Sony, Avaya and Polycom, we make sure you stay in touch, and you stay ahead.

POLYCOM



Polycom® SoundStation2™ EX

Conference phone with caller ID

CDW 726772

\$561.99

- Resists interference from mobile phones
- Polycom Acoustic Clarity™ technology for remarkable voice quality
- Ideal for small- to medium-sized conference rooms
- Dynamic Noise Reduction (DNR) provides maximum microphone sensitivity and reduces room/background noise

AVAYA



Avaya 9640G IP Phone

IP phone with gigabit adapter

CDW 1319869

\$643.99

The 9640G IP Telephone supports 24 call appearances/feature keys. It has a 3.8" (9.65 cm) diagonal color 1/4 VGA display and an embedded wideband speakerphone. The 9640G has a dedicated call forward/mobility button, which provides one-touch access to Communication Manager mobility features such as Extension to Cellular.

- Provides a dedicated Call Forward/Mobility button for one-touch access
- 24-button expansion module

Microsoft



Microsoft® Lync™ Server 2010 Standard

A complete unified communications solution

Open License Business¹

CDW 2250744

\$667.99

- Find and communicate with the right person – anytime, anywhere, on any device
- Increase IT control and visibility to meet changing business requirements
- Simplify management and scalability while maximizing IT resources and budgets

SONY



Sony® PCS XG80

1080i HD video conference system

CDW 1495968

\$8779.99

- Stunning 1080i HD images
- Outstanding audio quality
- Enhanced intelligent quality of service (QoS)
- Multiple display layout, dual-monitor output
- Advanced Encryption Standard (AES) for high security
- HD continuous-presence mode with voice-activated switching

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

¹Purchase five licenses OR one processor license to qualify for the Microsoft Open License Business program; media must be purchased separately; call your CDW account manager for details

STAY IN FRONT OF THE COMPETITION WITH HELP FROM PEOPLE WHO GET IT.

A TEAM OF EXPERTS HERE TO HELP

You know you need the latest and greatest technology. We can help you make that happen. But you need more than 10GbE switches and high-powered servers. You need people who understand trading. People who can find a solution that's right for your people, your trading style and your budget. People who know that speed isn't a luxury, it's your business. You need people who get IT.

ACCOUNT MANAGERS

Top brands and expert advice. Our securities account managers have an unparalleled depth and breadth of knowledge when it comes to data center solutions, as well as access to all of the leading products. They can help assess your current technology situation and find the right solution for your firm.

SOLUTION ARCHITECTS

Equipped to make your network as fast and reliable as possible, our solution architects offer the years of experience and invaluable expertise necessary to provide you with a perfect data center solution. Let us show you how updating your technology can put you ahead of the competition.

DATA CENTER OPTIMIZATION

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

A: Your CDW account manager lives and breathes securities and investments. So they're on top of the newest technology and latest trends in the 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

THREE STEPS TO A HIGH-PERFORMANCE DATA CENTER

- 1 UPDATE YOUR SERVERS.**
Stay up to speed with scalable, high-performance, rack-mountable servers that keep your data moving and your traders trading.
- 2 CONTROL THE DATA FLOW.**
High-performance switches are essential for a fast network. They can help you control the flow of information while enabling devices and equipment to talk to each other efficiently.
- 3 STAY IN TOUCH.**
Keep an edge on your competition with technology that allows you to stay connected wherever, whenever. Don't miss out on a trade just because you're not at your desk.

UPCOMING CDW TECHNOLOGY CONFERENCES

High Performing Wall Street: High Performance Computing
9/19/11 – New York, NY
flagmgmt.com/hpc

Option Expo
10/10/11 – Chicago, IL
futuresindustry.org/expo

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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Vernon Hills, IL 60061

KNOW  TOPICS. TRENDS. SOLUTIONS.

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