

POWERING STATE-OF-THE-ART TRADING FLOORS



High Reliability, 99.99% Uptime, High Security, Data Assurance and High Performance Video

Trading floors are dynamic environments where even a few minutes of downtime can result in millions in lost revenue. Since traders rely on the highest uptime levels, IT personnel are under intense pressure to perform repairs, maintenance and moves/adds/changes (M/A/Cs) as quickly as possible. Trading floors must also contend with space restrictions, noise and heat issues, as well as regulatory security requirements that can create an IT nightmare.

The Benefits of Centralized Computing for Trading Floors

ClearCube resolves critical availability, maintenance and ergonomic issues by centralizing all computing assets in a single location. The ClearCube solution condenses the workstation into a blade form factor and rack-mounts it in a data center or network closet. As a result, ClearCube eliminates the problems that box PCs on the desktop create. The benefits include:

- **Higher Uptime** - ClearCube blade workstations deliver 99.99% uptime resulting in a 38% reduction in help desk incidents and a 69% reduction in end-user downtime.
- **Noise Reduction** - By replacing the desktop PC with a ClearCube Zero Client, 100% of the decibels are eliminated from the work environment. According to a 2000 report in the Journal of Applied Psychology by a Cornell University Research Team², stress levels were significantly higher in an office with low intensity background noise than in a quiet office. The study group also showed less motivation in approaching problem solving tasks, seriously affecting productivity.
- **Improved Energy Efficiency** - ClearCube blade workstations average 55% greater energy efficiency than comparable desktop workstations and slash the number of BTUs generated in the work environment.
- **Improved Thermal Characteristics** - Over 90% of the heat generated by PCs in the work environment is eliminated by replacing the desktop PC with a ClearCube Zero Client connected back to a ClearCube blade workstation in the data center.



- **Greater physical and data security** - ClearCube blade workstations incorporate the latest Intel security advancements into the computing architecture and mitigate the risks from the most common threat vectors resulting in a significantly more secure environment.
- **Dramatically Improved Management** - ClearCube blade workstations incorporate the Leveraging the solution's client management software, IT personnel can remotely allocate, switch and manage global deployments of blades and zero or thin clients.

Downtime on a trading floor means lost revenue. With its centralized hardware and remote management tools, the ClearCube solution increases uptime levels to 99.99%. In the event of a system failure, IT personnel can use the management software to switch a user to a "hot" spare blade in minutes.

The New Generation of Trading Floors

Firms can also leverage the ClearCube solution for fast, cost-efficient disaster recovery, ensuring that traders always have access to mission-critical data and computing assets in order to maintain productivity.

Centralized Management

Since the ClearCube solution enables IT personnel to perform maintenance from the data center, firms no longer have to dispatch technicians to the desk or to remote deployments. Traders are not disrupted, and IT personnel can execute repairs and upgrades dramatically faster. To adapt to fluid market conditions, firms frequently move the floor. These M/A/Cs are time-consuming and can cost up to \$1,000 per trader per move. The ClearCube solution eliminates expensive physical moves through remote switching capabilities. Since administrators can move users between blades directly from the IT console, time spent on M/A/Cs is reduced by 50%. Configuring and deploying a workstation for a new user is also simplified, requiring minutes rather than hours. ClearCube Blade PC Solutions Deliver:

- Hardened Security
- Because traders handle large volumes of financial and proprietary data, firms must take strict measures to comply with federal privacy and asset management regulations like the Gramm-Leach Bliley (GLB) Act and the Sarbanes-Oxley (SOX) Act. By centralizing all blades in a single location, the ClearCube solution prevents data theft and tampering. IT administrators can also “lock out” users from attaching mass storage devices (disk drives, USB keys) to the user port to prevent unauthorized downloading and uploading.
- Improved Ergonomics

In an environment where real estate is at a premium and traders require multiple monitors and often multiple workstations, trader ergonomics are a major challenge. By removing the workstation from the desk-top, ClearCube reduces work area clutter, protects valuable equipment from environmental damage and reduces costly HVAC expenses.

ClearCube Blade PC solutions can be configured to support task traders and can be virtualized to achieve additional efficiencies.



Attacking the Total Cost of Ownership

Dual & Quad Monitor High Performance Trader Workstations

PC-over-IP technology allows enterprise PCs and workstations to be centrally managed in a data center while providing high resolution, full frame rate 3D graphics and HD media, with full USB peripheral interoperability, locally over a LAN or remotely over a high-latency WAN.

ClearCube has deployed more PC-over-IP Quad Monitor Trader Workstations than anyone else in the world.

**To Learn More or to Request a Demonstration, call us at:
1-866-652-3500**