



STAC® Analytics Technology Conference

"Big Stakes, Big Data"

June 13, 2011

Doors open: 8:30am

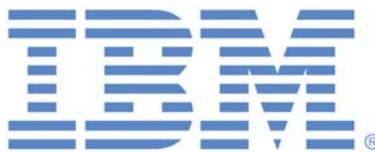
Meeting starts: 9:00am

Luncheon begins: 11:45am

Luncheon ends: 12:30pm

**Roosevelt Hotel
Terrace Room
45 East 45th Street
New York**

Platinum Sponsor:



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Opening Keynote:

The Near Future of HPC and Big Data on Wall Street [\[video\]](#)

Andy Brown will discuss some of the major business trends driving big data/big compute in the trading world. He will also offer some perspectives on performance bottlenecks and other challenges implied by these trends.



Andy Brown, Group CTO, UBS. Andy is responsible for managing target states, blueprints, roadmaps and portfolio alignment for each of the UBS businesses, corporate functions (HR, Finance, Legal, Ops), Information and for infrastructure. Andy is also responsible for Technology Business Development, Innovation and the IT R&D process for the bank. Previously, Andy led Enterprise Technology and Delivery strategy, architecture and optimization for Bank of America. In this role, Andy was responsible for driving technology strategy, architecture and convergence as well as introducing technology innovation into the company. Andy was managing director and CTO for Infrastructure at Credit Suisse from 2006 to 2008, where he oversaw a Global Virtualization Initiative as a major tenet in reducing power, servers, storage and data centers. Prior to that, Andy was managing director and chief technology architect at Merrill Lynch, where he spearheaded strategic plans, guidelines, technology governance processes and technology portfolio management. He originally joined Merrill Lynch in London in 1996, serving in roles in Europe and the US in infrastructure architecture and engineering, Equity Technology Architecture, GMI Architecture, GMI eCommerce, Global Networks and Market Data Services. Before 1996 Andy led technology architecture for Banque Paribas Capital Markets, based in London and Paris. His major achievement was the rollout of Windows/NT desktop across the PCM businesses, enabling a new generation of desktop financial instrument development and associated revenue streams. In his early career Andy worked for British Telecom, Royal Dutch Shell and Imperial Chemical Industries (ICI) in senior programming, analysis and design roles. He holds a B.Sc.(Hons) in Chemical Physics from University College London.

Bitemp 2.0 – Avoiding a Bi-Temporal Bottleneck [\[slides & video\]](#)

In addition to analyzing temporal data (such as the exposure to counterparty from a particular deal as of a given time), quants, risk managers, and regulators increasingly need to know how the institution's understanding of the temporal data changed over time—i.e., what did the firm know, and when did it know it? This second dimension makes data bi-temporal. Today's solutions—call them Bitemp 1.0—are home-grown and typically implemented with triggers and code. Information is hard to extract and often harder to interpret. These solutions cannot perform at the level required by near-future demand. What are database vendors doing to meet this challenge? What does Bitemp 2.0 look like? What role can the new temporal extensions for SQL play? What role can performance benchmarks play?



Paul Smeaton-Russell, Vice President, Architect, Global Markets Bank of America Merrill Lynch. Paul is a senior database expert with 20 years experience in investment banking specialising in electronic trading, market data, and reference data. In his current role, Paul is developing bitemporal database solutions for global markets reference data and recently ran a successful RFI with all the main database vendors.



Craig Baumunk, Principal, BitemporalData.com. Craig has been a data architect in the financial services industry for 20+ years. He is currently focused on helping end-user companies evaluate temporal functionality of software and executing proof of concept projects.

Big Data in the Front and Middle Office [\[video\]](#)

The need to improve risk and other analytics is huge. New technologies promise not only to make existing analysis faster but also to enable entirely new kinds of analysis. The BI world has given us analytic database products that claim to increase end-to-end performance through techniques such as columnar stores, in-memory compute co-located with data, and pre-tuned integration with specific hardware. The Web 2.0 world has given us distributed approaches such as Hadoop and MapReduce, as well as semantic technologies for handling unstructured data. Where do these patterns make sense in a trading firm?



Rick Farnell, Co-Founder and President, Think Big Analytics. Think Big Analytics helps companies including major financial firms with strategy, architecture, and deployment of Big Data Solutions, a new approach to real time analysis and predictive modeling. Think Big applies the lessons its team learned scaling up Big Data Architectures on Hadoop for clients like Quantcast. Quantcast ingests 10 billion events per day and processes over a petabyte a day with this technology, using it extensively for production data processing, ad hoc analysis, data mining and machine learning. As President of Think Big, Rick brings over 15 years of experience in high technology, having worked with clients in a broad range of industries. Rick developed and managed successful regional consulting practices in North America, Europe and Asia and managed a global division within Sun Microsystems' Software Practice. At Sun, Rick was instrumental in developing a worldwide strategic partnership between Sun and Accenture and assisted in the acquisition integration of MySQL. Rick directed global organizations at SeeBeyond, eXcelon and C-bridge Internet Solutions. He helped grow C-bridge to over 800 consultants and a successful IPO in 1999. Rick is Founder of Rapid Formation which helps incubate, fund and scale startup tech companies.



Amir Halfon, Senior Director of Technology, Oracle Financial Services Global Business Unit. Amir is in charge of developing technical solutions that target industry concerns such as low latency trading, Big Data analytics and hybrid cloud computing. Amir came to Oracle via the acquisition of Sun Microsystems, where he was CTO for Global Financial Services. He has held several field and engineering positions at Sun prior to that, including Senior Software Architect at Sun's Cloud Computing division and at the Sun Java Center.



Scott Howser, VP of Product Marketing, Vertica, an HP Company. Scott brings 15 years of unique high tech experience to Vertica, both as an enterprise customer and technology provider. Scott is responsible for Vertica's product messaging, corporate branding, and best practices for deployment and solution architectures. Prior to Vertica, Scott was a Global Technical Director at F5 Networks, focused primarily on the Data Solutions technology portfolio, helping product management and product marketing develop strategies to facilitate the adoption of emerging file virtualization technologies. Prior to F5, Scott was a Technical Director at Acopia Networks, establishing strategic technical, market, and sales alliances and providing guidance to ensure ROI on product initiatives. As a "Technical Evangelist", Scott was a key global resource in new markets, verticals, and with Tier-1 prospects and customers. Prior to Acopia Networks, Scott was a Technical Business Consultant at EMC, focused on IP storage technologies and distributed high-performance computing platforms. Prior to EMC, Scott held positions at Discover Financial Services within Distributed Systems Engineering, Web Infrastructure Engineering, and Field Technology Services. Scott earned an MBA from the University of Notre Dame, an MSISM from Loyola University, and a Bachelor's degree in History with a minor in Computer Science from Ohio Dominican University.



Adam Vajda, Senior Systems Engineer/Architect, Financial Services Industry, Platform Computing. Adam is a senior member of Platform's Financial Services team in New York, with an in-depth understanding of the use of computational analytics and infrastructure technology in Capital Markets. Over the past six years, Adam has collaborated with the industry's leading fund managers and banks, including 3 of the Top 5 global banks on their transitions from siloed operations to shared infrastructures. He has co-authored papers in computational science and is well-versed in a wide range of technologies including grids, GPUs, cloud, and Hadoop/MapReduce. Mr. Vajda holds a degree in Computer Science and Astrophysics from the University of Western Ontario, Canada. In addition to technology, his interest includes media, economics, and music.

Innovation Roundup

The Innovation Roundup gives vendors 5 minutes each to get to the point about a new technology, case study, or other subject of interest to attendees.

• "Accelerating market data processing and analysis with parallel storage" [slides & video]	Larry Jones , Sr. Director, HPC and Life Science Marketing, DataDirect Networks
• "Fast methods for using DRAM clusters as storage" [slides & video]	John Overton , CEO, Kove
• "Big Data, Big Insights" [slides & video]	James Lynch , VP and General Manager, Financial Services Sector, Netezza, an IBM Company.
• "Moving (BIG) Data Faster" [slides & video]	Asaf Somekh , VP Solution Marketing, Mellanox

COFFEE BREAK

STAC Benchmarks for Analytics [[slides & video](#)]

The STAC Benchmark Council has begun to define standard technology benchmarks for data- and compute-intensive analytic workloads such as risk management (STAC-A2). New compute, storage, networking, and data technologies promise to shift the tradeoffs between speed, accuracy, and cost. STAC-A2 will provide customers and vendors with a common way to assess and communicate the performance characteristics of any solution stack. Learn about the proposed market-risk technology benchmark suite and potential approaches to credit-risk technology benchmarks. Peter will also discuss how the industry is using STAC-M3, standard performance benchmarks for tick-data analytics, where geometric data growth and increasing user demands are raising the bar for performance engineering.



Peter Lankford, Founder & Director, Securities Technology Analysis Center. Peter has overseen STAC since its birth in 2006. Before that, Peter was SVP of Information Management Solutions at Reuters, where he led the \$240M market data systems business. Peter's team led Reuters into the business of low-latency direct feeds and catalyzed the widespread adoption of Linux on Wall Street by making RMDS available on that platform. Prior to Reuters, Peter held management positions at Citibank, First Chicago Corp., and operating-system maker IGC. Peter has an MBA, Masters in International Relations, and Bachelors in Chemistry from the University of Chicago.

Watson: The Big Picture [[slides & video](#)]

IBM Research created the computer system WATSON to demonstrate the dramatic advances that have occurred in the area of Open Domain Question and Answers. Dr Carl Abrams will review those industry advances and what they tell us about the state of computing. He will then explain what Watson is, how it works, what made it possible, and a potential future application of the technology to financial services.



Dr. Carl E. Abrams, Financial Services Sector Business Executive, IBM Research. Carl is the Financial Services Sector Business Executive for the IBM Research Division. He received his BS in Chemistry from the University of Connecticut, his Masters in Computer Science from Stevens Institute of Technology and his Doctorate in Computing from Pace University. Dr. Abrams began his career as a chemist working for Lederle Laboratories. Between 1977 and 1992 he worked for Chase Manhattan Bank. He held the positions of Division Executive (CIO) for the Trading and Treasury department and the International Individual Bank. From 1992 to 1997 he was the Director of Applications Development for Swiss Bank in New York. In 1997, he joined PricewaterhouseCoopers Consulting (then Coopers&Lybrand) in the Financial Services/Capital Markets practice where he specialized in program management. In January of 2003, Dr. Abrams assumed his current position as Financial Services Sector Business Executive within IBM Research.

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