



HP Blade Workstation Solution for the Financial Services sector

Workstation computing without boundaries



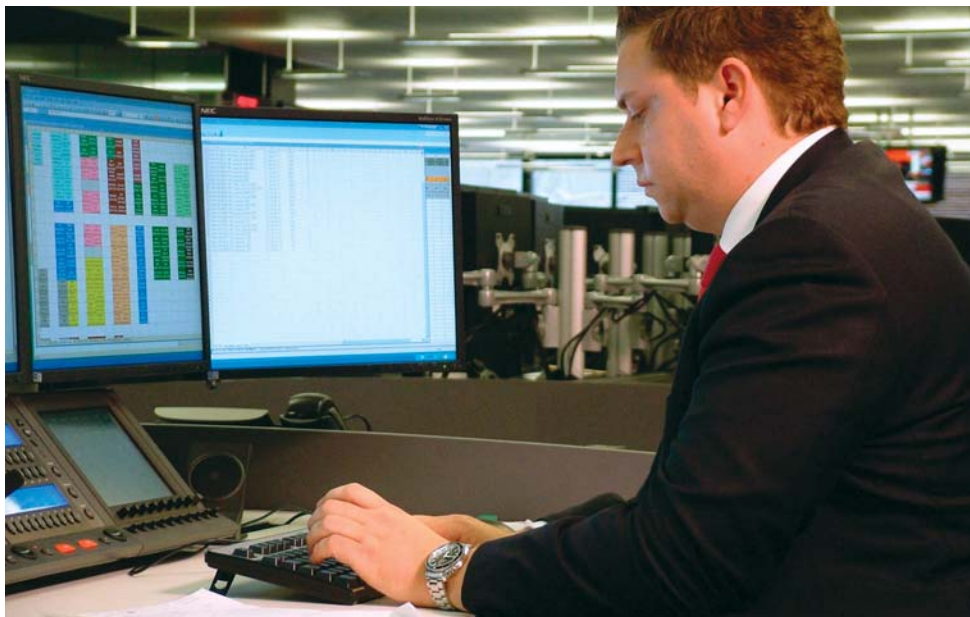
HP holds a workstation leadership position in the financial services sector thanks to product innovation that addresses the ever-changing IT requirements of the industry. Through its years of leadership work with, and as an integral IT provider to, this sector, HP understands the industry's core customer workstation needs and is proud to unveil the next generation in workstation-class computing—the HP Blade Workstation Solution.

Built from the HP ProLiant blade server infrastructure and demonstrating trading-floor proven reliability, the solution offers data-intensive, high-traffic financial services environments efficient, secure, and flexible workstation computing without boundaries. Providing an innovative combination of centralized data center security and control, seamless on-demand workstation performance, and flexible support for professionals regardless of physical location, the HP Blade Workstation Solution revolutionizes the financial services IT environment.

Improved data security and business continuity

The HP Blade Workstation Solution's centralized blade approach helps ensure mission-critical data security and business continuity by keeping data housed securely in the data center. High-performance blade workstations send only encrypted pixels to client devices to reduce the risk of security exposure at end user devices from local drives and USB ports, as well as through system theft or loss.

Multi-blade and multi-site capabilities dramatically improve business continuity by maintaining maximum uptime. If one data center goes down, the user can be routed to another data center and continue working uninterrupted. The secure and remote access provided by the solution's data center computing environment helps ensure that traders stay online should disaster such as power loss, natural disaster, sabotage, or even pandemic events occur. If the main work site becomes unavailable, users can continue to work by logging in from other locations or even from home.



And, because the computing infrastructure is stored securely in the data center, the loss of a client or an entire facility does not jeopardize the data. The HP Blade Workstation Solution gives you the ability to stay up and running so end users can work remotely as needed—using their login to tap right back into their applications, transactions, or projects.

Efficient IT management for maximum uptime

HP ProLiant Essentials Management Software provides IT staff with efficient, expert control through a single, browser-based interface that allows them to remotely control and troubleshoot workstation blades from anywhere on the network. This tool helps minimize onsite help desk requirements, maximize staff productivity, and drive greater cost of ownership savings.

Should a blade go down, the trader can simply report the failure to IT personnel, who quickly reassign a new blade from a spare pool. Minutes later, the trader can log right back in to continue working. The IT staff can then address the failure offline. The entire downtime for the trader is reduced to just minutes from the traditional 30 to 60 minutes that occurs with a desk-side workstation.

Moves, adds, and changes (MACs) are also improved with the HP Blade Workstation Solution. It's common for financial traders to move desks three to four times a year, at a significant cost to the company, as individuals

are reassigned or new positions are added to the floor. The solution creates a true open seating model for the trading floor, where a trader may sit down at any desk on the floor and log in to his blade.

Workstation-class experience

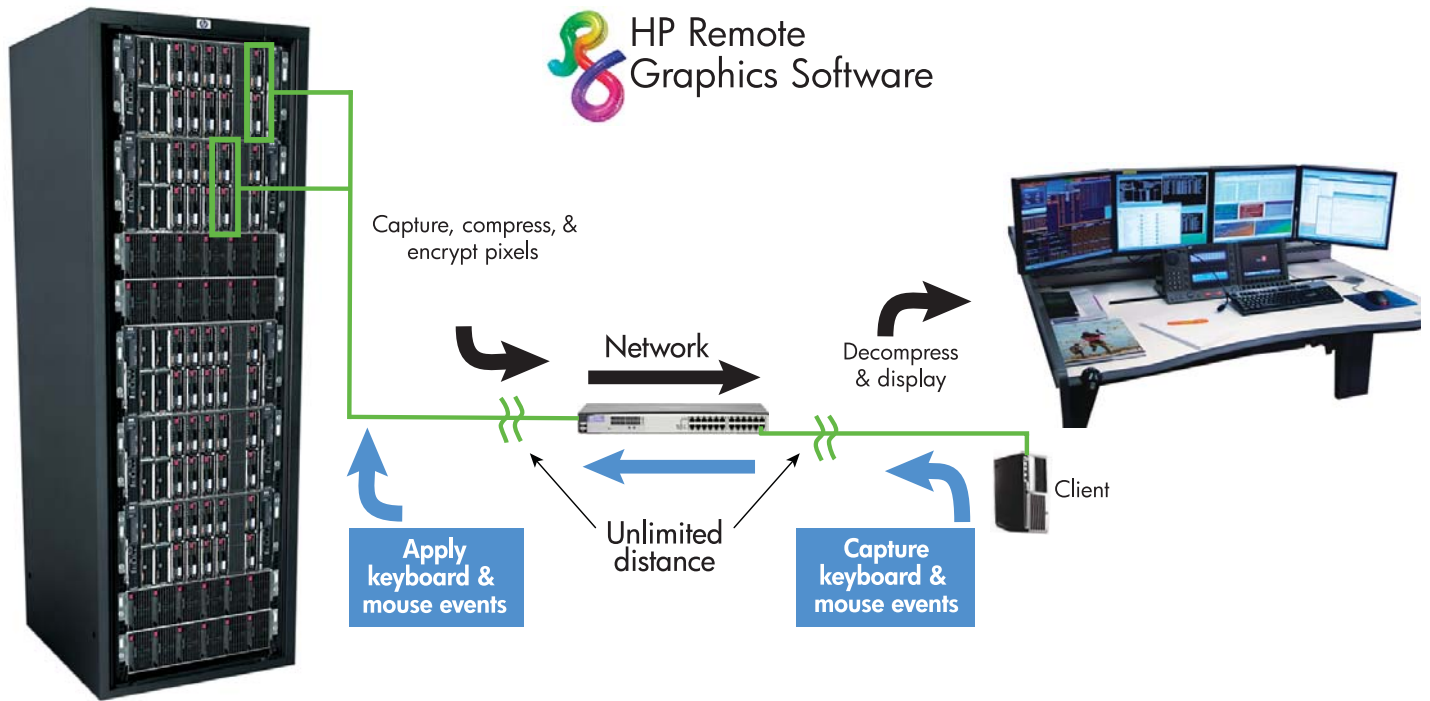
The HP Blade Workstation Solution includes HP Remote Graphics Software (RGS), an innovation from HP that delivers the full workstation-class experience over standard networks. A breakthrough technology, RGS efficiently enables interactive multi-display 2D and 3D graphics and video as well as audio.

The multi-blade functionality of the solution allows traders to tap as much compute power as they need, on-demand, from multiple blade workstations, all from a single client device. This means less heat, power, noise, and clutter at the trading desk. With the HP Blade Workstation Solution, latency for automated trading can be reduced because the workstation is now located inside the data center, alongside the live market data servers and storage servers.

Flexibility to work anywhere

The HP Blade Workstation Solution supports new business work models by eliminating distance barriers, with network-optimized access that allows teams to work and collaborate remotely and reliably over standard network connections. The solution enables access to workstation compute power from client devices as well as Windows-based workstations, PCs, and notebooks.

Figure 1. The HP Blade Workstation Solution transmits encrypted pixels between the data center and the client device, keeping data secure in the data center.



Setup of small, remote offices is simple, cost effective, and more secure with the HP Blade Workstation Solution. The expense and manpower involved in creating expensive IT infrastructure at each remote office, and the possible exposure of remotely-located data to unwarranted risks, are eliminated. The solution allows client devices to connect to the network while all data remains locked up in the main data center—there's no need to provide onsite IT support at each remote location.

The solution enables personnel to work just as easily from their home office, business office, or another office in the same building, across town, or across the world. This is particularly useful for traveling personnel and those who need to work from home or other remote locations.

More productive user environments

The HP Blade Workstation Solution can significantly improve environmental conditions at the trading floor. Multiple desk-side workstations can be replaced with blade workstations in the data center that can be accessed by a single small form factor client such as a thin client, which is smaller and produces significantly less heat and noise. In actual trading environments, use of the HP Blade Workstation Solution has been shown to significantly reduce the ambient floor temperature.

Real-world success

Lloyds TSB in London recently opened a new trading floor powered exclusively by the HP Blade Workstation Solution. 250 trading positions, each with four



displays, are connected to 280 blade workstations in the data center. Each trader has high-performance access to traditional trading and market data applications, can use specialized trading keyboards, biometric scanners, and synchronize his PDA, all through HP RGS running in a standard network environment.

Enjoy the next generation now

The HP Blade Workstation Solution is a next-generation workstation infrastructure that provides data center workstation computing without boundaries—combining the centralized, mission-critical control and security of the data center with a seamless, workstation-class experience and the flexibility to support professionals in multiple work locations. It is the only solution of its kind, an innovative new offering that is 5+ years in the making and built with HP ProLiant quality and trading floor-proven reliability.

For more information on the HP Blade Workstation Solution, visit www.hp.com/go/workstations.

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