

# Appro Financial Workshop

## Keeping your Cool in the DataCenter while Consolidating and Virtualizing your IT Infrastructure

The key to success for financial industry business resides in the rapid adoption and integration of results-driven technology. Today's CIOs and business managers are blitzed with a daily deluge of requests to consider new technologies, innovation and approaches to their business.

The following are the Key CIO's topics to be addressed: Server density, memory capacity, higher bandwidth, thermally challenged server data centers and virtualized environments to provide more computing flexibility, reliability and ROI.

Appro invites you and your colleagues for a welcoming executive workshop that offers the latest solutions and best practices to help you drive High Performance and Enterprise Computing from new technologies.

**Date:** June 19th, 2006

**Time:** 12:00 noon to 4:00pm

**Location:** The Rainbow Room

**Room:** Empire Suites B/C, 64th Floor

**Number of Attendees:** ~30 people

### Event Benefits

#### Get an overview on Technology Trends for the HPC Datacenter

Want to maximize performance without disrupting your datacenter? Hear an industry expert's views on the important technology trends affecting HPC in IT datacenters. Addison Snell, Research Director for HPC at IDC, will discuss growth in pertinent technologies -- such as Linux and Windows, x86 processors, and InfiniBand -- and trends in IT management -- such as server consolidation and virtualization.

**Keeping your Cool in the DataCenter** - Even with an adequate supply of cooling air, improper selection and placement of equipment can result in local "hot spots", leading to thermal related equipment failure. Learn the principles of air movement in data centers and how facilities' managers can use simulation technology to predict performance and avoid expensive trial-and-error efforts to solve cooling problems.

•**Get a Technology update:** Brief on technology trends such as how Dual-Core AMD processors, SDR and DDR, Infiniband, PCI Express benefit blades and server systems and how they can help you improve performance and solve day-to-day IT and business challenges to achieve a improved server density, more memory capacity, higher bandwidth – all with less power and more performance for a greater ROI.

• **Best Practices and Networking:** Opportunity to discuss ideas and issues with other in your field and network with the best of both Financial and Industry Technology experts.

**Reserve your seat today!!!!**

**Call now to register!!!**

**-Please send an email to Stephanie Ziemann at [sziemann@appro.com](mailto:sziemann@appro.com) with your name, title, company name and phone number or call us at (408) 941-8100 x251 to make your reservation**