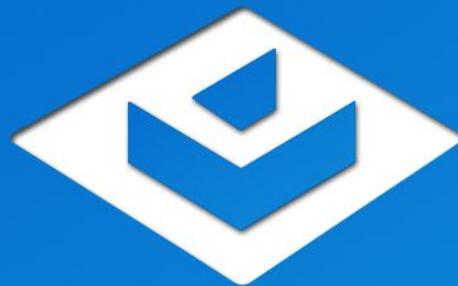# Why ClearCube Technology for Financial Services customers?

January 2013

CLEARCUBE®

moving desktops to the datacenter

Why ClearCube for Financial Services customers?

Recent technology enhancements by ClearCube address key issues for financial service customers with an unparalleled centralized datacenter and virtualized private cloud solution using Zero Clients, Blade PCs and/or virtual desktops.

We call this CVDI -- Centralized and Virtualized Infrastructure. CVDI addresses Financial Service IT's wish list for:

1. Instant Moves/Adds/Changes
2. Better user environment
3. Business continuity
4. Processing performance
5. Quad display support
6. Data security

Instant Moves/Adds/Changes

Financial service companies want to provide their traders with the flexibility to roam freely from desktop location to desktop location and give their traders the ability to log into their host computers from anywhere on their network. You cannot provide this capability with standard PCs. With CVDI, you can.

This means financial traders can have their client information follow them to transact business from any location on the network through a zero client brokered connection via PCoIP to the desired host resource – either a Blade PC or virtual desktop.   Financial traders can change their physical locations to collaborate fluidly and learn from each other without having to add/move/or change anything. They just login from any zero clients to their host resources on their network from where ever they are located. The administration hassle of moving equipment and connections goes completely away.

Better user environment

Desk space is at a premium on trading floors. What exists in the work area must lead to productivity; therefore, many display screens are necessary but failure-prone PCs are not.

By removing the PCs from the work area and replacing them with zero clients, you are removing space-consuming, noisy, heat-producing electronics. All that resides at the desktop is a tiny footprint, noiseless, low power zero client that has no moving parts with minimal electronics (6W) to support peripheral connections. Financial traders gain more space, have fewer distractions, and benefit from an uninterrupted work environment – which translates to happier, more productive workers, and fewer stressed-out network administrators.

Business Continuity

Financial traders need to be happy and making money. The disruption of financial transactions is costly and unacceptable. If a standard PC fails, restoration of service is time-consuming and labor-consuming, with negative ramifications on customer relations. Customers do not want to be told that they cannot conduct business because a trader's PC has failed.

Centrally located and managed Blade PCs have higher uptimes than standard PCs, and restoration of service is much quicker. If a user's primary Blade PC experiences downtime, the user can be moved over to a spare Blade PC dynamically and without much administrator intervention to immediately restore service and business continuity. Sentral Console provides a summary snapshot of how the environment is performing. If a user loses his session due to network of device failure, multiple administrators are notified via visual and email alerts. Management of centralized resources is easier than trying to manage distributed PCs on a network. It's easier to access equipment in racks, easier to troubleshoot issues, and easier to add software and services. The results are reduced operating costs.

Processing Performance

Transactions need to be instantaneous with no processing delays. Financial companies want to ensure that there are no compromises in performance using Blade PCs in place of standard PCs.

Blade PCs have all the same feeds and performance speeds as standard PCs, because they are standard PCs but with form factor changes that provide high rack density, better manageability and integrated PCoIP host adapters for high speed connection to zero client devices. For numerical analysis and algorithmic applications, M1022D dual-Xeon workstations contain the highest performing NVIDIA Quadro graphics adapters along with integrated PCoIP host compression adapters that deliver 60 frames per second to the displays. Even though all the CPU/GPU processing is host-rendered, financial traders will think their processing engines are still under their desks, but they'll wonder where the noise, heat, and cable clutter went. Off to the datacenter where it belongs…

A6106D   A3100

R3082D   R4300

M1022D

An added benefit is application compatibility. If the application runs on a standard PC, it will operate on our Blade PC or M1022D workstation.

Quad display support

Financial service companies want to provide their traders with up to four displays at the desktop to open multiple spreadsheets, client accounts, subscription services such as Bloomberg/Reuters, and other office applications. With CVDI, four displays are now supported by each zero client device.

CVDI allows brokering capability using VMWare View for VMware customers or ClearCube's Sentral for projects that will use Blade PCs without virtualization.   If virtual desktops are also desired, our View-brokered zero clients support dual and quad displays. CVDI provides the best of both worlds – dynamically brokered connections to Blade PCs for power users/specialty Windows fat client users, and virtual desktops for task/ knowledge workers.

Data security

Financial service companies want to ensure that their customer data is secure. They want no data to reside at the desktop on hard drives, and they want to eliminate the possibility of sensitive customer data extraction from the network through any kind of mass storage devices such as USB thumb drives or CDs. You cannot provide this capability with standard PCs. With CVDI, you can.

Zero clients are stateless devices with no operating system, no memory, and no storage. All data resides in the secure datacenter on Blade PCs or SmartVDI host platforms. No data travels across the IP connection -- only pixel change updates are sent to the displays. The added benefit is performance. All processing is host-rendered on the Blade PC.

Additionally, with CVDI, USB enablement/disablement at the zero client desktops is policy-based, which prevents data extraction from the network. Sensitive information is secure and cannot be removed, plus malicious code such as viruses, worms and unlicensed software cannot be added to the network.

Summary

ClearCube has successfully deployed thousands of desktops to the financial services sector. Recent ClearCube product enhancements embodied in the CVDI architecture make the solutions even more compelling for financial services customers.

To delve deeper into CVDI's benefits for you, please contact a ClearCube sales representative today.

For more information, please contact us:

ClearCube Technology, Inc.
3700 W Parmer Lane, Austin, TX 78727
Voice: 512.652.3500
Fax: 512.652.3501
Toll Free: 866.652.3500
www.clearcube.com
sales@clearcube.com