



Improving trader efficiency and VDI remote desktops

Breakthrough mobile workspace solutions

The tremendous demands of financial workstations far exceed those of many other industries, and even a millisecond of processing delay can have serious consequences for financial traders. Additionally, as workforces grow progressively mobile and geographically dispersed, the ability to access business-critical data and applications anytime, anywhere, and on any device is becoming critical to success. This paradigm shift demands that financial companies eliminate time and place dependencies with regards to IT, in order to catapult efficiency to new levels.

In addition to reliable IT access, financial traders demand fast response times, high security, a graphical user experience, and seamless compatibility of data and programs. The modern trader workstation must also support a range of applications running simultaneously—everything from streaming market data, to trading software, to collaboration and productivity platforms. These requirements are placing enormous pressure on IT departments to deliver the scalability, efficiency, and speed that traders need to achieve a competitive edge.

Flexibility to operate at the speed of the market

Today's financial markets are fast-paced, volatile, and highly competitive. Until just recently, remote desktops and mobile workspaces lacked the high levels of performance needed to satisfy end-users. However, a new set of high-end trader workstation solutions are helping financial organizations boost productivity and offer reliable, consistent, and remote access to the critical information traders rely on.

Borrowing a key theme from a recent **keynote speech by Dr. Tom Bradicich**, Vice President & General Manager, Servers & IoT Systems for HPE at the HPC on Wall Street event: "A good company aggressively follows the trends. A great company sets the trends." Hewlett Packard Enterprise (HPE) and an ecosystem of partners are setting IT trends in financial services with a new Moonshot Trader Workstation solution, which major financial institutions are now deploying.

Mobile workspace solutions based on **HPE's breakthrough Moonshot technology** and **Citrix® XenDesktop® software** offer traders an uncompromising user experience and maximum flexibility to operate at the speed of the market. Centralization of the trader desktop in the data center and the use of optimal low-energy hardware enable financial organizations to provide high levels of scalability, security, and compatibility at the lowest power and energy usage. And, data and applications can be hosted more securely in the data center while the trader operates from anywhere in the world, distant from the application stack.

Seamless data access and system stability

The advancement of mobile technologies has rapidly transformed the landscape of productivity, prompting the modern workforce to demand tools that foster collaboration and increase performance outside of traditional office environments. As a result, the technology to access the information that keeps financial businesses running has become essential, and traders in particular need constant connectivity to the data and programs that allow them to execute work from any location.

With HPE Mobile Workspace, a range of applications can be accommodated by a single suite, increasing workstation efficiency and system stability for every user type from lone task workers to power users. By migrating the trader's compute power away from desk-side workstations and onto a personal desktop hosted in the data center, traders gain the ability to seamlessly access data and programs from anywhere and on any device while data stays more secure in the data center.

An unmatched graphical user experience

High-quality, high-resolution graphics performance is crucial to trader workstations. To effectively monitor and analyze market dynamics, traders must constantly toggle between various graphics-intensive programs and applications, often in a multi-screen environment. Excellent processing and graphical capabilities not only facilitate an unmatched end user experience, but provide the very basis for enhanced productivity.

The Moonshot Mobile Workspace offers outstanding computing and graphics performance at a cost and energy efficiency never seen before. The HPE ProLiant m710p and m710x servers with Citrix HDX deliver a high-definition experience to users of centralized desktops, while supporting rich multimedia content through ultra-converged GPU technology, integrated right on-chip with the **Intel® Xeon® E3 processor paired with Intel® Iris Pro graphics**. For the first time, financial organizations can take advantage of integrated accelerators built for demanding trader workloads, while eliminating the cost and energy output of a separate GPU card.

Higher performance at lower costs

HPE Mobile Workspace takes a new approach to infrastructure design to make the most of expensive data center real estate. A dense 4.3U form factor enables several hundred users to fit into one rack, with each housing supporting 45 very high-end desktop users. The system is optimized to reduce costly square meter footprint and space per user while supporting the high-performance computing demands of a large mobile workforce.

Financial organizations can realize breakthrough IT economics and maximize energy efficiencies with low-energy, space-saving hardware. The HPE ProLiant m710p and m710x drives down power consumption per user, reduces energy costs, and makes optimal use of power resources. Energy-efficient cartridges and a reduction of noise and heat emissions reduce power and energy costs both at the trader workplace and in the data center, delivering the same IT performance that traders have come to expect while also helping to control operating costs. One financial services company even **reported lowering their power consumption**

from approximately 50 W per desktop image to just 12.5 W by transitioning to the HPE Moonshot system for hosted desktops.

One box for multiple IT approaches

HPE Mobile Workspaces built on innovative HPE Moonshot technology are versatile enough to accommodate multiple IT models in one physical chassis. Just like a box of Neapolitan ice cream, the system can easily support three approaches to delivering mobile workspaces, including application delivery, virtual desktop infrastructure (VDI), and user-dedicated, unshared hosted desktop infrastructure (HDI). The Moonshot chassis also includes all of the common resources from a traditional server, including power, cooling, management, fabric, switches, and network uplinks—all in a dense form factor.

IT complexity is eliminated by supporting all three mobile workspace environments with a single part number, offering the convenience of having only one system to learn, deploy, upgrade, and manage. While competitive solutions require separate boxes to enable multiple delivery models, IT professionals can now invest in a single system to handle it all.

Industry-leading technology and partnerships

HPE's innovative Moonshot technology was **recognized in a recent survey** of IT brand leaders covering 13 server and database products. Moonshot swept all six leadership categories in the Dense Low Power Microservers segment.

Dr. Tom Bradicich spoke on behalf of HPE, saying, "It is a special honor to have the innovation and value of HPE Moonshot recognized by our professional customers as the leader across all six award categories."

A long-standing **partnership with Citrix Systems** is a key enabler to the mobile workspace. Capturing the imagination of a proven software provider is how we compose this scalable, high-performance mobile workspace computing infrastructure built on the backbone of proven Moonshot technology.

HPE's three Global Moonshot Discovery Labs make it simple to evaluate these innovative technologies, connecting customers and partners remotely over a secure VPN connection to help accelerate deployments and test/benchmark applications.

Businesses no longer need to struggle with technology in their quest to turn their most innovative ideas into value. HPE has the capabilities and experience to act as a strategic compute partner committed to your success.

Conclusion

Now more than ever before, traders rely on the speed and efficiency of their personal technology to succeed, and adopting a new style of IT is crucial to keep pace with the computing needs of an increasingly mobile workforce. Mobile Workspace solutions from HPE offer an innovative approach for providing high-performance, dense, low-energy mobile workstations that offer an unmatched user experience, boost business productivity, and reduce IT complexity. Financial organizations that transform IT in order to support increased mobility will be positioned to remain competitive and realize greater financial returns in this fast-paced era of finance.

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