

Sun Fire™ Enterprise Servers

For Capital Markets & Corporate Banking

Every financial services organization is under global competitive and regulatory pressure. If they are to compete and remain profitable, today's financial institutions require a new type of IT solution that is flexible, available, secure and ultimately cost effective. Only by refreshing infrastructures is this possible. This gives CIOs the ammunition they need to propose upgrades, replacements and consolidation of legacy systems.



Sun Fire Enterprise Servers for Capital Markets & Corporate Banking

Taking financial services further

To stay competitive, banks and trading firms must develop new products and services, and take advantage of real-time delivery channels. You must plan carefully for their development and deployment: not just in terms of provisioning enough computing capacity, but in choosing messaging formats, networks and platforms that enable integration, security and scalability.

Driving down costs and risks

To fund systems for regulatory compliance, financial services organizations must reduce costs by minimising data centre power and cooling, and removing density constraints. This is especially important in the world's financial centres, where space is at a premium and energy costs are typically higher. But security is also vital, clearly. Risk must be reduced through the development of new, high transaction rate applications and services to support regulatory requirements and online detection of fraud.

Capital markets

With sustained emphasis on STP, risk management and next-generation trading, capital markets organizations prioritize technology integration, with uncompromising security to enable differentiation of services and the management and delivery of large volumes of data. All this must be achieved while containing costs.

Corporate banking

In corporate banking, the imperative is management of cost and risk, with a continued drive for operational efficiency through consolidation and integration. Secure delivery of new, on-demand services to retain customers, supporting international banking and payments initiatives, and regulatory compliance are also core priorities, again while containing costs under margin pressure.

Sun Fire™ Enterprise Servers with CoolThreads™ Technology help both trading firms and banks lead the way in the changing financial services market.

Why Sun?

- 50 ISV partners in capital markets, creating an entire solution stack for STP
- Established SunTone risk management methodology to respond to compliance demands in corporate banking and capital markets
- Top 10 Wall Street firms run on Sun, along with global stock exchanges like Tokyo, Archipelago, Philadelphia, Deutsche, London and MEFF
- Support for industry standards and initiatives in trading and corporate banking, like IP, XML and Java
- Founder of the open Java Payments Network

Sun Fire Enterprise server CoolThreads™ awards:

InfoWorld Technology Award:
Most Innovative Server of 2006

Network World Infrastructure
Award finalist

Super Computing Product
of the Year

ServerWatch Midrange Server
of the Year, 2006

Platform for consolidation



Free Whitepaper!

Upon registration at marketing-access@avnet.com receive a FREE Whitepaper on CoolThreads technology and learn more on how this product family can bring you substantial savings.

Customers are already experiencing the benefits of Sun Fire Enterprise servers

Clearstream

Clearstream covers over 150,000 domestic and internationally traded bonds and equities. *"The very first benchmark that we made with this "cool technology" demonstrated a fairly good performance. In fact, we were using only 1/32 of what this box can deliver.*

When we started increasing the load – simulating more and more users – we've been amazed how far we could go! We simply overtook all of our previous tests with much more expensive hardware. This technology is definitively a big step forward for all applications requiring parallelism. In our data centers, where footprint and electricity consumption are key, this is exactly the kind of solution we were waiting for."

Bank of America

Bank of America is committed to using technology to reduce the company's impact on the environment, particularly in the area of energy consumption. *"We at Bank of America are doing our part by selecting environmentally friendly products such as the Sun Fire Enterprise server T2000. These servers utilize less space and consume much less energy while delivering significantly improved performance."*

Performance for consolidation

Within the drive towards next-generation trading in capital markets organizations, many existing systems are fast becoming a source of operational risk, and are candidates for replacement. Equally, corporate banking divisions have long relied on mainframes and proprietary systems.

Sun Fire Enterprise servers are a platform for consolidation thanks to high system throughput, which is evidenced by world record web and Java benchmarks and a large memory footprint: they lead on SPECjApp-Server2004 and SPECjbb2005 Java benchmarks, plus applications like SAP and Oracle.* With network-optimized Sun Fire Enterprise servers, and Solaris™ 10 features like the ultra-fast IP network stack, you can deliver services to users through new channels. One customer has been able to support 6x more users by switching to CoolThreads. At the same time, you can support new services for compliance, and simultaneously consolidate multiple existing workloads onto one server.

Platform for new and existing applications

Banks can create web-enabled transaction models integrated with innovative new banking, payment, and customer relationship systems using Sun Fire Enterprise servers. They're secure and optimised for high-volume, network-facing transactions, creating an ideal J2EE platform for ISV and custom applications. With these in place, you can up-sell a broader portfolio to customers. The Solaris™ 10 OS gives you access to a huge range of best-of-breed partners from which to select applications. At the same time, all your existing Solaris applications will run without modification, for maximum investment protection.

Reducing risk

A host of regulations are forcing compliance to the top of the agenda. Explicitly or implicitly, these rules turn the spotlight on the availability and security of technology architecture. Sun Fire Enterprise servers support risk-reduction strategies with extreme system availability through redundant designs, plus clustering and load balancing to support the reliable delivery of new services and the availability requirements of multiple workloads – all on one platform. Solaris has extensive security built-in, and CoolThreads leads benchmarks in cryptographic acceleration and secure web serving, so you can protect sensitive data. And the SunTone Risk Management methodology helps assess your infrastructure and make the most of it.

Operational efficiency

To help financial services organizations reduce costs across the data center, Sun Fire Enterprise servers use up to 80% less power and 50% less space than competitive servers, with up to 5 times the performance.* Sun customers are already experiencing extreme throughput and dramatic power and cooling cost reduction of up to 75%.* With Solaris Containers, you can ensure separation of multiple workloads on one system and drive utilization from an average of 15% to an average of 80%, improving server productivity and reducing the number of servers needed.*

*All referenced benchmarks are listed at <http://www.sun.com/servers/coolthreads/t1000/benchmarks.jsp#legal>



Servers are changing into something beautiful

Get in touch - Visit sun.com/coolthreads to find out more about how Sun Fire Enterprise servers can help you consolidate, comply and create new services.

For further details on any product, solution or pricing information featured in this guide please contact:

**Avnet Technology Solutions,
Access Division**
<http://www.europe.access.com>

Spain & Portugal
c/Chile 10
Edificio Madrid 92-OF 234
Las Matas
Madrid 28290
Phone: 800 831 467 (Portugal)
Phone: 900 993 187 (Spain)
Spain

The Netherlands
Dr. Willem Dreesweg 6-8
1185 VB Amstelveen
Phone: 0800 022 0170
The Netherlands

France
8-10 Rue de la Ferme
92100 Boulogne Billancourt
Phone: 0800 905 941
France

United Kingdom
5 The Sterling Centre
Eastern Road
Bracknell, Berkshire
Phone: 0800 963 941
United Kingdom RG12 2PW

Manchester
Manchester Exchange Quay
6th Floor
8 Exchange Quay
Manchester M5 3EJ

Czech Republic
Avnet Partner Solutions
V Olsinách 75
100 00 Praha 10
Phone: + 420 281 002 383

Hungary
Avnet Technology Solutions Kft.
Budafoki Street 91-93.
IP West Office House
H-1117 Budapest
Phone: +36 1 888 2 333

Slovakia
Avnet Technology Solutions s.r.o.
Digital park, Einsteinova ulica 21
851 01 Bratislava
Phone: + 421 2 3211 1114
Slovenská republika