

# Inside Market Data Chicago | 2013

September 10, Chicago  
Mid-America Club

Bringing together end-users and high level executives from leading financial institutions to discover the latest hot topics, core developments and cutting edge solutions that are driving the data management and technology community.

- Regulatory changes
- Low-latency trading architectures
- Valuations and pricing
- Big Data
- Data management
- Vendor management

● Speakers include:



**KEYNOTE SPEAKER:**  
**Hao Sun**, Chief Operating Officer,  
KETCHUM TRADING



**Mehmet Yanilmaz**,  
Partner, MYRA TRADING



**Raj Mahajan**,  
Chief Executive Officer,  
ALLSTON TRADING



**Sonny Baillargeon**,  
Chief Technology Officer, PICO  
QUANTITATIVE TRADING



**Shawn Baldwin**,  
Chief Executive Officer,  
CAPITAL MANAGEMENT



**John McPartland**,  
Senior Policy Advisor, FEDERAL  
RESERVE BANK OF CHICAGO



**Mustafa Maqbool**,  
Chief of Staff, CAPITAL  
MANAGEMENT GROUP



**Edgar Perez**,  
Author of The Speed Traders



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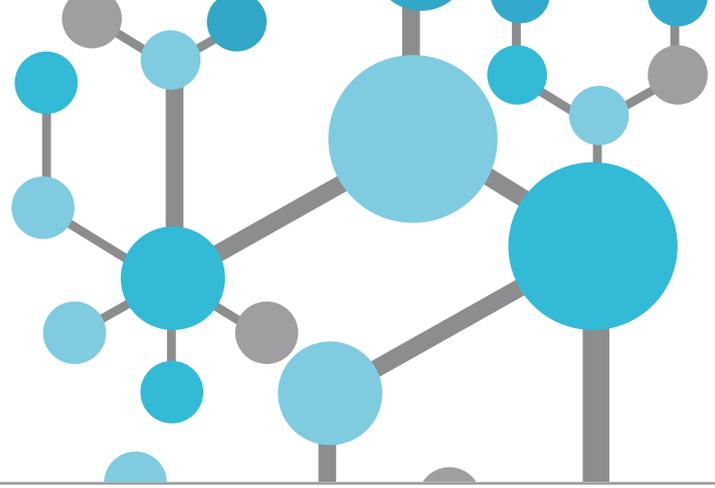
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**Inside Market Data**  
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# Inside Market Data Chicago 2013

September 10, Chicago



## ● Welcome

Dear Colleague,

On behalf of Inside Market Data and Waters, I am delighted to invite you to attend the fifth annual **Inside Market Data Chicago** on September 10 at the Mid-America Club, Chicago.

With continuing economic challenges, increased competition and regulatory reform, the financial markets have become an even more fiercely demanding industry. So this year, our agenda aims to explore the challenges and opportunities facing market data professionals in the financial markets, and the latest technologies available to participants.

Speed, capacity, cost, compliance and co-location continue to be key challenges for trading firms of every type. The 2013 agenda aims to meet these challenges and provide a vital platform to discuss the important decisions confronting industry professionals like yourself. For example, our latency panel will explore the benefits of microwaves and fast fiber, while the day's final panel will feature c-level executives from asset managers and regulators discussing issues relating to trading in new and frontier markets.

Finally, we are delighted to announce that this year's keynote presentation will be delivered by Hao Sun, Chief Operating Officer of Ketchum Trading. Mr Sun's presentation will provide a valuable overview of the current US futures and options market landscape, discussing the new trading strategies and technologies that are needed to succeed in this evolving environment.

With a diverse range of speakers and attendees from global financial institutions and local firms willing to share their knowledge and experience, can you afford not to join us?

We look forward to welcoming you on September 10.

With kind regards,



**Max Bowie**  
Editor  
Inside Market Data

## Who should attend Inside Market Data Chicago 2013?

This event will be of value to market data and trading technology executives. It is of particular relevance to those executives with the following titles:

- Chief Data Officer
- Chief Information Officer
- Chief Operating Officer
- Chief Technology Officer
- Head of Trading
- Market Data Analyst
- Market Data Engineer
- Head of Reference Data
- Head of Market Data
- Head of Infrastructure

● Global, Regional, Country Heads; Directors and Senior Management with responsibility for:

- |                            |  |
|----------------------------|--|
| Market Data Services       | Algorithmic Trading                      |
| Data Administration        | Information Systems                      |
| Market Data Commercial     | IT Strategy & Trading Technology         |
| Client Data Services       | Electronic Trading & Execution           |
| Compliance Technology      | Market Data Operations                   |
| High Performance Computing | Data Desktops & Infrastructure Analytics |
| Data Architecture          | Market Data Analysts                     |
| Data Outsourcing           |  |



## How will you benefit from attending this event?

- **Hear** an exclusive keynote address from a leading industry executive
- **Gain** competitive advantage by acting on practical guidance provided in the panel discussions
- **Understand** the impact of current and future regulations to ensure compliance
- **Assess** the current options around the cloud, co-location, outsourcing IT infrastructure, data management services and current market structure
- **Network** and make industry contacts to drive your business forward

# Inside Market Data Chicago 2013

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## ● Morning Program

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- 8.00 Registration and breakfast

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  - 8.30 Welcome remarks  
**Max Bowie**, Editor, INSIDE MARKET DATA

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  - 8.40 **Morning Keynote**  
**Hao Sun**, Chief Operating Officer, KETCHUM TRADING

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  - 9.10 **The role of market data management in controlling costs and maximizing profits**
    - Establishing lines of communication between users and vendors to ensure products and services meet market requirements
    - Living with licensing issues and navigating terms and conditions in an era of rising costs
    - Defining what's mine: Issues around data ownership, usage, compliance, reporting and audits
    - The right tool for the job: Leveraging product knowledge to extract maximum potential

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**Moderator: Mehmet Yanilmaz**, Partner, MYRA TRADING  
**Raj Mahajan**, Chief Executive Officer, ALLSTON TRADING  
**Barbara Passy**, Authorized Officer and Business Advisor, UBS GLOBAL ASSET MANAGEMENT  
**Tom Etheridge**, Managing Director, JORDAN AND JORDAN  
**Stephane Dubois**, CEO and Founder, XIGNITE INC

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  - 09.50 Break and opportunity to network

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  - 10.10 **The "dark art" of using displays and analytics to turn data into dollars**
    - Sweet tweets: Incorporating social media as indicators for investment decisions
    - Pandora's black box: The right combination of non-display engines and data to find hidden value in vast volumes
    - Leveraging data and turning it into knowledge that will maximize the value of your decision making
    - Mirror, signal, manoeuvre: Visualizing the next generation of trading indicators and analytics

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**Moderator: Andrew Kumiega**, Professor, ILLINOIS INSTITUTE OF TECHNOLOGY  
**Steven B. Gauthier**, Director, CAPITAL MANAGEMENT GROUP  
*Further panelists to be confirmed – please visit website for updates*

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  - 10.50 **Flexing your IT muscle: Re-architecting data infrastructures to adapt to growing volumes and regulatory change**
    - Reducing architectural complexity to respond fast and flexibly to regulation, capacity and latency concerns
    - Drivers, demands and designs for infrastructure modernization to cope with new business requirements
    - Next-generation storage solutions to handle growing data volumes and the demands of Big Data
    - Beyond BPO: Potential future scenarios for streamlining infrastructure by outsourcing components

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**Moderator: Stephanie Hammer**, Author of Architects of Electronic Trading  
**Brian Shapely**, Enterprise Architect, NORTHERN TRUST  
**Jay Feuerstein**, Chief Executive Officer, 2100XENON

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  - 11.30 Break and opportunity to network

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  - 11.50 **The lowdown on low-latency: Cost, connectivity and co-location without compromise**
    - Fastest or fast enough? The changing value of continued investment in chasing zero for different types of firms
    - Predictive profits: Latency monitoring, analysis and jitter control to make microseconds count
    - Co-lo conundrum: Is market center consolidation creating opportunities for the host with the most?
    - Cooking up connectivity: Optimizing microwaves, fast fiber and new tools in the datacenter to achieve optimal networks

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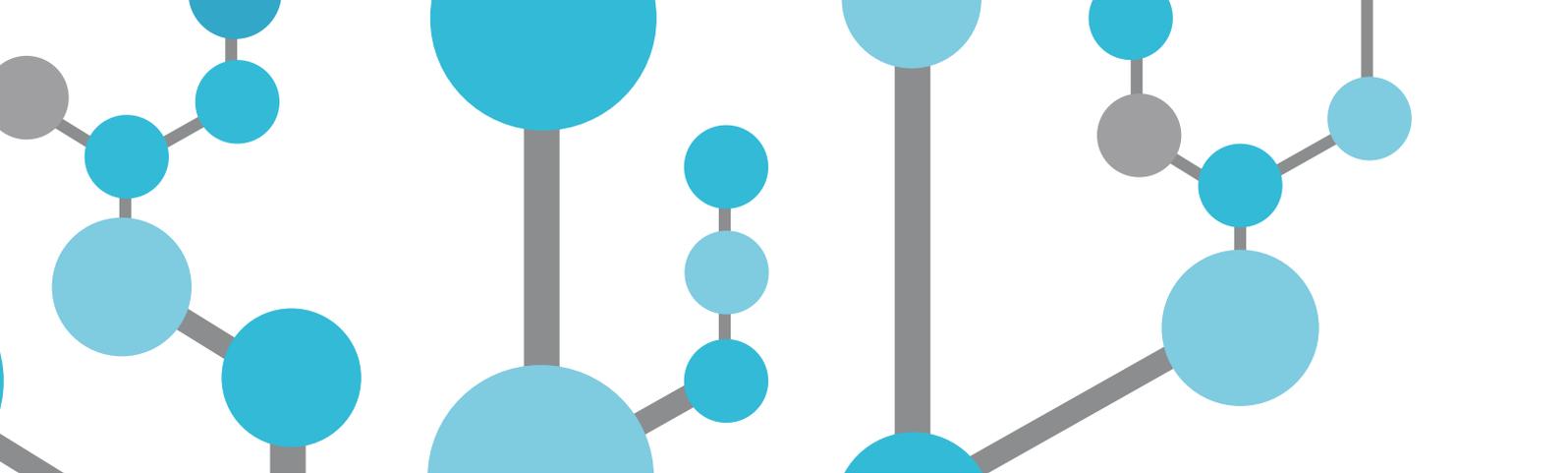
**Moderator: Edgar Perez**, Author of The Speed Traders  
**Sonny Baillargeon**, Chief Technology Officer, PICO QUANTITATIVE TRADING  
**Andrew Cinquina**, Executive Director, Electronic Trading Technology, UBS  
**Daniel Penley**, Trading Systems Engineer, SPOT TRADING  
**Serhan Korvuk**, Algorithmic Trading Manager, HTG CAPITAL PARTNERS, LLC

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  - 12.30 **The good, the bad and the ugly side of rising data volumes and Big Data Management**
    - Trading volumes down, but data volumes up: Market and regulatory drivers of data growth and storage
    - From secret sauce to secret sources: Data-intensive trading strategies demand more inputs
    - Cloud Burst: Leveraging commodity compute resources for commoditized content
    - Dialing up data on-demand: Utilizing utility web services for scalable storage

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**Moderator: Andrew Acosta**, Chief Data Scientist, MILESIUS CAPITAL  
*Further panelists to be confirmed – please visit website for updates*



## ● Afternoon Program

● 1.10 Buffet Lunch and opportunity to network

● 1.55 Afternoon Keynote

*Speaker to be confirmed, please visit website for updates*

● 2.25 **The world is your oyster: Chicago firms broaden their net**

- The role of regulation, market structure reform and data availability in identifying new marketplaces
- Is Chicago the “C” in BRIC? The opportunities and risks of emerging and frontier markets
- What's next: The New Jersey Board of Trade? Are traders gravitating towards liquidity centers or datacenters?
- Reaching further: Co-operation, not competition, to enter and exploit new geographies and assets using existing relationships.

**Shawn Baldwin**, Chief Executive Officer, CAPITAL MANAGEMENT GROUP

**Mustafa Maqbool**, Chief of Staff, INFINIUM CAPITAL MANAGEMENT GROUP

**John McPartland**, Senior Policy Advisor, FEDERAL RESERVE BANK OF CHICAGO

● 3.10 Closing remarks

**Max Bowie**, Editor, INSIDE MARKET DATA

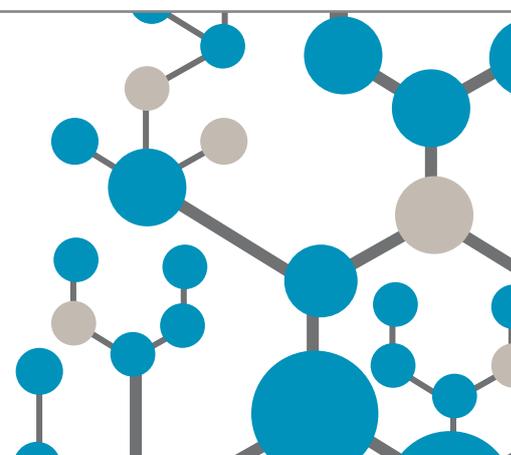
● 3.20 Closing reception

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# Inside Market Data Chicago 2013

September 10, Chicago

FREE  
attendance  
for qualified  
end users

## REGISTRATION

Standard price	\$999
Early-bird price (Expires July 17)	\$799
Qualified financial end-users*	Complimentary

\*Qualified end-users include investment banks, proprietary trading firms, asset managers, institutional investors and hedge funds

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## VENUE

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