



THINKSTATIONS® IN FINANCIAL SERVICES

Name Karson MAK
Title Product Manager - Workstation

lenovo® **FOR**
THOSE
WHO DO.™

Financial Trading

Insurance

Private Equity

Commercial Banking

Investment Banking

Corporate Finance

Financial Analytics

FOCUSED ON FINANCE

**OUR CUSTOMERS
AND
THEIR BUSINESS**

CREDIT SUISSE

Goldman Sachs

HSBC

Morgan Stanley

BARCLAYS

Bank of America

JPMORGAN CHASE & Co.

citibank[®]

Deutsche Bank

M
Man

DESIGNED FOR FINANCIAL SERVICES WORKLOADS



Power Users

- **Traders**
 - Stock Traders
 - Equities Traders
 - 2,4 or 8 Monitors
 - 19 or 22 inch Monitors
 - 1 or 2 Processors
 - 8 to16 Gigs of Ram
 - Multiple Workstations
- **Data Analytics**
 - Financial Trending
 - Monte Carlo Simulations
 - Massive “Active” Spreadsheets
 - 2 to 4 Monitors
 - 22 or 24 inch Monitors
 - 1 or 2 Processors
 - 8 to16 Gigs of Ram



C Series

Dual processor



Front Office

- **Investment Bankers**
 - Research Via Web or Database Services
 - Heavy MS Office Use
 - 1 or 2 Monitors
 - 22 to 24 inch Monitors
 - 8 Gigs of Ram
- **Engineering and Development Teams**
 - Application Developers
 - Testers and Coders
 - Engineers
 - 1 or 2 Monitors
 - 22 to 24 inch Monitors
 - 8 to16 Gigs of Ram



S Series

Single Processor



Back Office - Retail

- **Retail Storefronts**
 - Bank Tellers
 - Mortgage/Insurance Brokers
 - Simple Web or Java Applications
 - 1 Monitor
 - 19 or 22 inch Monitor
 - 4 to 8 Gigs of Ram
- **Administrative and Support Teams**
 - Administrative Teams such as HR, Compliance and Legal Departments
 - IT Support Personnel
 - 1 or 2 Monitors
 - 19 or 22 inch Monitors
 - 4 to 8 Gigs of Ram



P300

Single Processor

FINANCE RECOMMENDED SOLUTION

- **Workflows:** Trading Desks
- **Applications:** Data Analytics

ThinkStation C30 Configuration

- Graphics Card: NVIDIA NVS 310 / NVS 510
- CPU: 2x Intel® Xeon® E5-2643 v2 (6C/3.5GHz/130W/25MB)
- Memory: 16GB ECC memory (2 x 8GB DIMMs)
- Storage: 256 GB 6Gb/s SSD drive
- Visual: ThinkVision 22" LT2252p Monitor (optimal for trading desks)



Power to Make Decisions...Fast

FINANCE RECOMMENDED SOLUTION

- **Workflows:** Front Office
- **Applications:** Investment Bankers—Engineering and Application Development Teams

ThinkStation S30 Configuration

- Graphics Card: NVS 310 or NVIDIA K600
- CPU: Intel® Xeon® E5-1620 v2 (4C/3.7 GHz/130W/10MB)
- Memory: 16GB ECC memory (2 x 8GB DIMMs)
- Storage: 256 GB 6Gb/s SSD Drive/1TB SATA (mechanical or hybrid) for additional storage
- Visual: ThinkVision 22" LT2252p (sweet spot) or 24" LT2452p Monitor

Versatile and Powerful



FINANCE RECOMMENDED SOLUTION

- **Workflows:** Back Office / Retail
- **Applications:** Administrative Functions and Support Teams (LFF Model), Retail Storefronts (SFF Model)

ThinkStation P300 Configuration

- Graphics Card: NVIDIA NVS 315
- CPU: Intel® Xeon® E3-1241v3 (3.5GHz, 8MB, 1600MHz, 4C) or Intel Core i7-3770 (3.4 GHz, 8MB, 4C)
- Memory: 8GB ECC memory (2 x 4GB DIMMs)
- Storage: 256 GB 6Gb/s SSD Drive/1TB SATA (mechanical) for additional storage
- Visual: ThinkVision 22" LT2252p or 19" LT1913p Monitor

Reliable Innovation



THINKSTATION IS MORE RELIABLE

According to 2012 TBR Repair Rate Study*

24%

* MORE RELIABLE
THAN **DELL**



16%

* MORE RELIABLE
THAN **hp**
invent



**The most reliable workstation, for
the most critical tasks.**

C30: WORLD'S SMALLEST DUAL PROCESSOR WORKSTATION

- ✓ **19.9% MORE POWER EFFICIENT, 31% SMALLER and 15.4% COOLER THAN HPZ620***
- ✓ **RUNS 89.7% COOLER AND 27% SMALLER THAN DELL T5600****

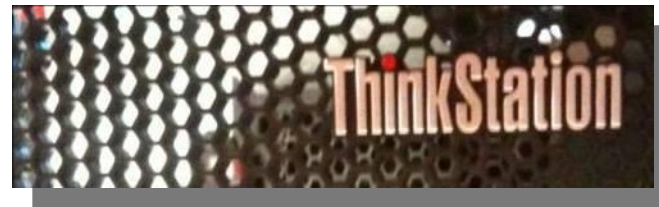
THINKSTATION®
C30



*http://www.principledtechnologies.com/Lenovo/ThinkStationC30_HP%20Z620_1112.pdf
**http://www.principledtechnologies.com/Lenovo/ThinkStationC30_PrecisionT5600_1112.pdf

BEST ENGINEERED – THERMAL DESIGN

- Beehive design in the front panel maximize air flow with strong structure support



ENGINEERED TO MAXIMIZE RELIABILITY

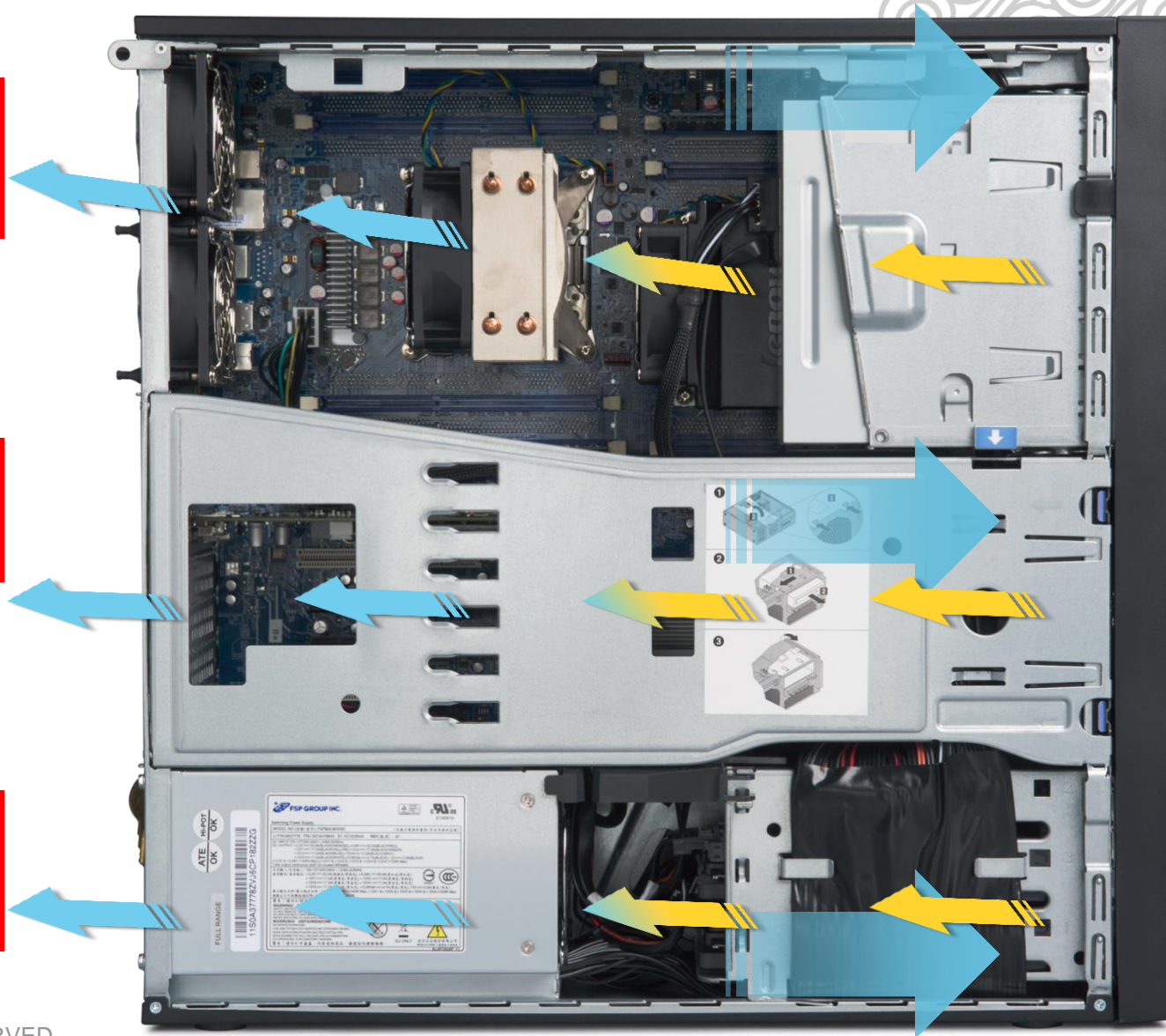
Keeping components cool is a key factor to reliability



Highly Efficient Tri Channel Cooling



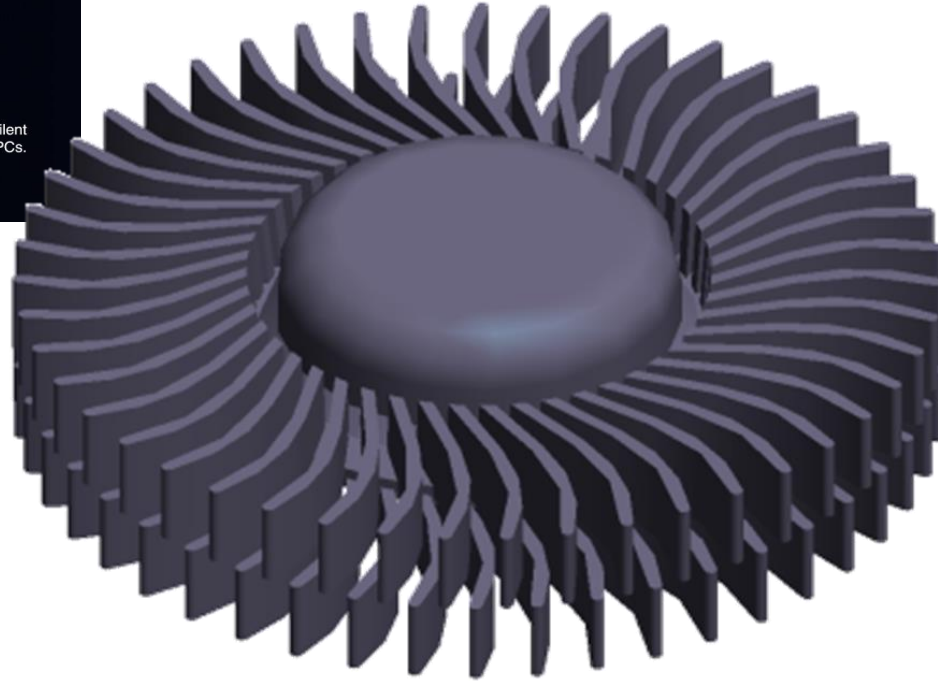
Channeled airflow over core components moves air more efficiently



BEST ENGINEERED - ACOUSTIC CONTROL



Separated the tips at the end of each blade



- Customer requires quiet working environment without sacrifice on thermal result.
- Lenovo patented owl blade design helped to achieve low speed, more air flow and less noise fan.
- Most of customers won't tell whether the workstation is running during demo!
- Try to hear it yourself!

THE PERFECT BALANCE BETWEEN COOL AND QUIET

On our Dual Processor Workstations

Customizable Thermal Control

Speeds up or slows down fan to fit your desired working environment. Balances thermals and acoustics.



“You'd think that a dual-CPU system would be loud because of the extra cooling fans, but during most work sessions the system was as quiet as a run-of-the-mill business desktop PC.”

C30: WORLD'S SMALLEST DUAL PROCESSOR WORKSTATION

33% MORE PERFORMANCE PER TRADING DESK*

- Uncompromising Performance, Proven Reliability and Eco Friendly Components
 - Smaller, Cooler, Quieter
 - Recycled materials
- Fit 4 Systems Under a Trading Desk Rather Than 3*
- Up to Two Intel® Xeon® E5-2600 V2 Series Processors



* Based on the ability to fit 4 systems under an SBFi Trading Desk

** Based on the 2012 independent TBR failure rate study

THE IMPORTANCE OF RELIABILITY

Reliability and Dependability

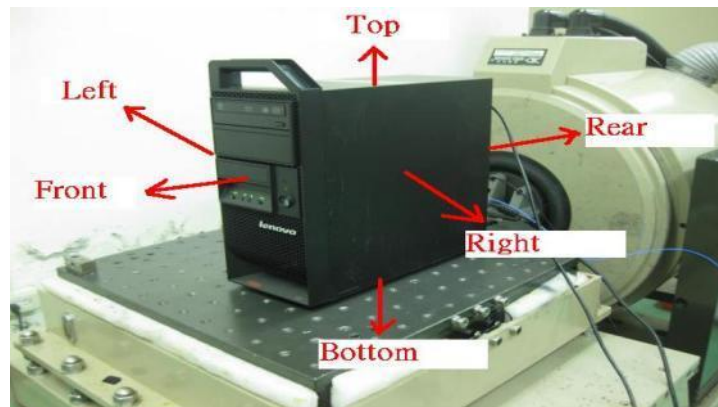
- The Lenovo Reliability Story is Very **Powerful**
 - Studies show that Lenovo workstations are more reliable
 - Independent 3rd party tests prove that these results are real world and not internal results **
- Lenovo Workstations are Eco Friendly
 - Highly power efficient (80 Plus)
 - Parts made of recycled plastics and metals
 - Green packing materials
 - Dense Shipping options equals less waste



EXTENSIVE TESTING FOR THINK QUALITY



50G Impact Test



Vibration Test



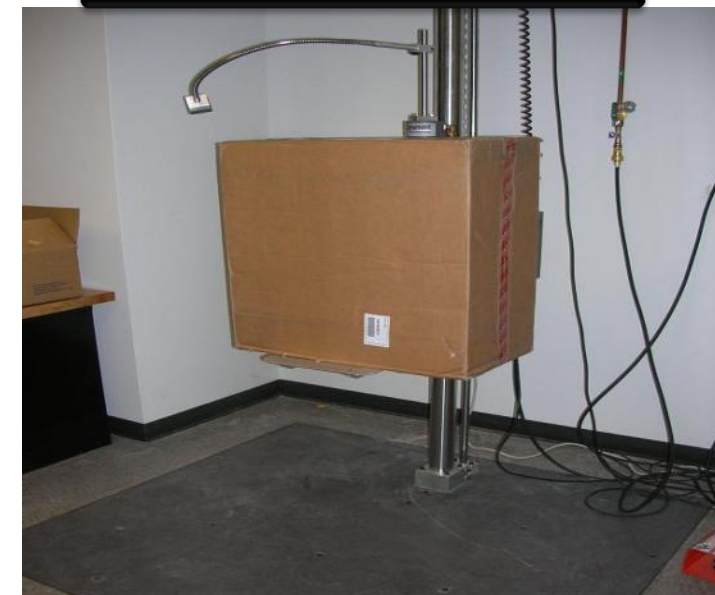
Temperature, Humidity Test



Acoustic Test



Electromagnetic Test



Package Drop Test

THE IMPORTANCE OF RELIABILITY

What does a system failure mean?

Reduced
Employee
Productivity

Critical Data
Loss

Inability to
Innovate

Lost Trades

Costly
Repairs

Bad Press

Loss of
Business
Advantage

The loss of
Millions of
\$ / € / ¥ ?

Unwanted
Downtime

THANK YOU GRAZIE **MERCI** DANKE **GRAZIAS** 謝謝 **СПАСИБО**
GRACIAS **OBRIGADO** ありがとう **DANK** TAKK **BEDANKT** DAKUJEM