

**Organization:**

Selero

Industry:

Financial Services

Application:

Trading Information
Archive

Solution:

Prostor InfiniVault®

Software:

CommVault Data
Archiver for File
Systems and Data
Archiver for Exchange

Financial Services Firm Remains Compliant with ProStor InfiniVault®

Selero provides highly automated trade execution and connectivity solutions for the equities trading marketplace. The company's solutions are designed to be fast-to-implement, fast-to-operate, and fast-to-adjust in response to real-time market dynamics. Selero's customers include asset managers, broker dealers, exchanges, electronic communications networks, automatic transfer services, and regulators. Its services include smart order routing, trading systems for brokerage banks and international trades, intra- and inter-organization system integration, and a custom financial information exchange (FIX) engine to improve real-time electronic securities trading.

The Situation

Providing services for the equities trading market is not an easy proposition, as it is one of the most regulated, compliance-driven, and data-intensive industries on the planet. Furthermore, advancements in data-gathering technologies, forecast modeling, and the Internet have resulted in significant challenges in delivering, managing, and storing financial information. However, having immediate access to current and historical data archives is what this market demands. "Speed is paramount in all that we do," said Steve Robertson, vice president of engineering and operations at Selero. "For our customers, it's all about speed-of-execution, quality-of-execution, and low latency — they expect no less from us."

As a case in point, on Oct. 13, 2008, the Dow Jones Industrial Average posted its greatest daily point jump ever and the biggest one-day rally in 75 years, gaining 936.42 points, to end at 9,387.61. That was followed by weeks of bumpy trading in

which the Dow rose and fell by 500 points or more in a single day. Throughout this trading roller coaster, Selero was on the front lines offering many automated, high-speed trade execution solutions for its customers. Since then, global financial markets have continued their wild ride with the Dow dropping to a low of 6626.94 on March 2, 2009. During this period, Selero, a thought leader in the industry, had already begun to look at ways to improve its service offerings to its customers.

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— **Steve Robertson**
Vice President of Engineering and Operations, Selero

The Challenge

Selero's goal was to find a cost-effective, scalable, archive and retention management solution to help it achieve economic and operational benefits. These benefits would be achieved by consolidating disparate storage resources, reducing backup and recovery windows, effectively using floor space and power supplies, and complying with government regulations on data retention management. "Our industry is highly compliance-driven and regulated," added Robertson. "Lots of companies will say they're compliant until auditors take a look and tell them they're not; then it's too late," he said.

Selero researched multiple vendors during their review. Robertson's first step

in the evolution process was to evaluate each system's capabilities to meet government compliance requirements, including SEC 17a-4. This section allows securities firms to keep required records in electronic form, provided that certain criteria are met.

The Solution

"We examined several archive and compliance solutions before choosing ProStor InfiniVault®," continued Robertson. "The ProStor InfiniVault storage system proved ideal because it offered numerous benefits in the areas of economics, green storage, implementing business and compliance rules, and ease of use. Coupled with its cost-of-ownership advantage over time as compared with other hard disk, tape, and optical disk offerings, ProStor InfiniVault was the clear choice."

As the leading supplier of removable disk storage systems for archiving, ProStor Systems combines advanced storage intelligence with retention management software and patented RDX removable disk cartridges, to automatically manage a variety of applications, including retention, disaster protection, and compliance requirements.

This integrated solution, the ProStor InfiniVault, has been independently reviewed and declared compliant with



SEC 17a-4 regarding the storage, retrieval, and management of electronic records.

"ProStor InfiniVault provided the best possible option for our needs because the appliance draws very little power, takes up very little floor space, and was significantly lower in cost than any other competitive offering," noted Robertson. "In fact, just in environmental, ProStor InfiniVault was an eighth of the cost of the competition."

"We were impressed with how simple the ProStor InfiniVault was to install, set-up and run," said Chris Scott, senior network engineer at Selero. "And since we operate a tapeless environment, we also liked the removable RDX disk cartridges and the flexibility of the core disk drives," he added.

The ability to operate ProStor InfiniVault remotely without additional staff to manage the system sealed the deal for Selero. "We did not have to add staff or incur ongoing, third-party maintenance to operate ProStor InfiniVault, making the total cost of ownership very economical," said Robertson.

For more information about ProStor InfiniVault and how you can implement a cost-effective, compliant, long-term storage system call the ProStor sales hotline at 866.560.6467 or visit prostorsystems.com.

