



Affordable IT hardware alternatives
Savings with a team you can trust
End-of-Use resale partner

Businesses, like high frequency trading firms, are challenged to find ways to utilize the latest and fastest server technology to support superior speeds at an affordable cost point. The Elarasys Worldwide Server Lifecycle Strategy is a customized solution to overcome this challenge.

Overview

To meet round-trip trade speed expectations, you currently have three options. You either:

1. Buy what you need based on your refresh cycle, utilizing a tiering strategy that refreshes the servers used in the execution of trades,
2. Keep the equipment in place until it fails to meet your speed requirements; or
3. Lease according to your refresh cycle with an assumed residual trade-in plan.

Unfortunately, all of these options are restrictive and limited, preventing you from getting the fastest equipment as it is available, with the best upfront cost while setting you up with a 'best in class' trade-in program. Without a server strategy that addresses the complete equipment lifecycle, you are losing money, competitive advantage and the benefits of a comprehensive solution.

Elarasys Worldwide Server Lifecycle Strategy

The Elarasys server lifecycle solution gives you the speed you need at the best price with a full-service plan that guarantees the maximum return on your investment. Our strategy includes:

1. The newest, fastest equipment at white label prices without the hassle of white label deployment;
2. Tiered deployment customized to your different technology lifecycles by application;
3. NO contract required with a 12-month pricing guarantee, giving you the most competitive options;
4. 90-day upfront notifications using our wholesale market valuation expertise to maximize your trade-in value and reduce your next generation equipment volume;
5. No maintenance fees;
6. A data security program (DOD asset wiping or data destruction) with necessary certifications;
7. Upgrade options to customize your server configuration to your non-trading environments (application development, data analytics, back office) for your next tier needs to avoid purchasing unnecessary equipment prior to clear requirements;
8. Available options for internal and external flash technology;
9. Vendor agnostic options that meet your demands; and
10. The ability for worldwide server deployment from a single vendor and utilizing a single purchase contract.

Elarasys Worldwide has 15 years of experience executing all elements of this strategy. Our account managers are savvy at monitoring the market to maximize trade-in values for your assets, giving you greater resources to invest in your round-trip trading technology refresh cycle.

With the Elarasys Worldwide Server Lifecycle Strategy you are positioned to get the technology you need for all tiers of operation and a comprehensive plan that makes the management of your technology lifecycle seamless and cost-effective.

Superior speeds at the best price with maximum return on your investment=more trades and increased revenue.