

# Wall Street & Technology

## 2011 Editorial Calendar

### February – Print Issue

#### Financial Regulatory Reform: How the Dodd-Frank Act Will Change IT

Ad Close Date: January 12<sup>th</sup>      Materials Close: January 15<sup>th</sup>

The numerous stipulations of the Dodd-Frank Act have implications for almost every business unit in financial institutions. Wall Street & Technology's analysis of the Act will help executives determine what the new regulations will mean for technology and the IT organization.

### March – Digital Issue

#### Next Generation Outsourcing: Are Business Benefits for Real?

Ad Close Date: February 15<sup>th</sup>      Materials Close: February 22<sup>nd</sup>

As IT organizations continue to face cost pressures, what new business processes will be delegated, managed, run and maintained by a third-party technology provider.

### April – Print Issue

#### The Bleeding Edge: How Advanced Tech Will Change Wall Street

Ad Close Date: March 8<sup>th</sup>      Materials Close: March 14<sup>th</sup>

Wall Street has always been considered a fast follower when it comes to using new technologies. Here are 5 new bleeding-edge technologies from other industries that will have an impact in financial services in the near future.

#### Special Report: 2011 Capital Markets IT Salary Survey

### May – Digital Issue

#### Capital Markets Cloud Computing Report

Ad Close Date: April 14<sup>th</sup>      Materials Close: April 21<sup>st</sup>

Cloud computing was one of the most hyped technologies in 2010 and initially was met with resistance by financial services executives because of security and compliance concerns. However, cloud's substantial flexibility and ability to reduce costs have enticed many capital markets firms to utilize cloud in some surprising ways.

### June – Print Issue

#### Top Ten Innovators of the Decade

Ad Close Date: May 6<sup>th</sup>      Materials Close: May 11<sup>th</sup>

Wall Street & Technology takes a look at 10 financial markets innovators whose ideas and influence will have a lasting impact in the way the markets interact, the trader works and how institutions invest.

#### Special Report: OTC Derivatives Clearing Checklist

#### Bonus Distribution: SIFMA Technology Management

### July – Digital Issue

#### The Evolving Data Center

Ad Close Date: June 15<sup>th</sup>      Materials Close: June 15<sup>th</sup>

Capital markets organizations run some of the largest and most expensive data centers on the planet. Competitive pressures and cost reduction trends, however, are forcing firms to rethink some of their data center strategies. Learn how firms are using some of the newest technologies and best practices to take their data centers to the next level.

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### August – Digital Issue

Ad Close Date: July 7<sup>th</sup>

Materials Close: July 14<sup>th</sup>

#### Retail Brokerage Report: What Active Traders Demand, And How They Are Pushing the Technology Envelope

Traditionally, trading desks at the bulge bracket firms developed and used the most advanced technology. Slowly, these technologies would trickle down to individual investors. Today, however, active individual traders are demanding newer technologies and their retail brokers are stepping up with increased products and services. In fact, some of the larger traders should pay attention.

### September – Print Issue

#### Gold Book 2011

Ad Close Date: August 5<sup>th</sup>

Materials Close: August 10<sup>th</sup>

Our annual in-depth look at some of the most innovative capital markets CIOs and their technology organizations.

**Bonus Distribution: Advanced Trading BuySide Trading Summit , InformationWeek 500 Conference**

### October – Digital Issue

#### Data Latency Special Report

Ad Close Date: September 8<sup>th</sup>

Materials Close: September 15<sup>th</sup>

Now that the industry has harvested most of the low hanging data latency fruit by deploying new servers, streamlining connectivity and optimizing networks, what is the next battleground in the low-latency race?

### November – Print Issue

#### Vision 2011: Capital Markets Preview

Ad Close Date: October 10<sup>th</sup>

Materials Close: October 13<sup>th</sup>

As the industry continues to evolve and adopt newer technologies and strategies, what is on tap for 2012? Our editors look at some of the key technologies and trends that will shape 2012 technology budgets and strategies.

**Special Report: 2012 Capital Markets IT Spending Survey**

### December – Digital Issue

#### Market Data Explosion: Handling Data for Options, FX and Other Asset Classes

Ad Close Date: November 3<sup>rd</sup>

Materials Close: November 10<sup>th</sup>

It's no secret that financial firms are swamped with all types of data. But with the expanded use of options, FX and other asset classes, the volume of data is growing exponentially. How can firms not only keep up with the data explosion, but also analyze and make sense of it all?

### InformationWeek Analytics *powered by Wall Street & Technology*

- First Quarter:** The Top 10 Things CIOs Need To Know About Dodd-Frank Financial Reform
- Second Quarter:** 2011 Capital Markets IT Salary Survey
- Third Quarter:** OTC Derivatives Clearing: Systems, Processes and Automation
- Fourth Quarter:** 2012 Capital Markets IT Spending Survey

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