



High Performance Messaging

Next Generation Innovation

# PROVIDING A COMPETITIVE ADVANTAGE

...to Firms From Large Banks to Small Hedge Funds Worldwide

29West Messaging is being deployed by companies looking for a competitive advantage in the marketplace. From applications vendors who bundle our messaging with their products, to smaller proprietary trading shops, to the largest banks and exchanges, we provide the performance and business model to fit your needs. 29West provides a clear upgrade in performance and stability when compared to the leading systems in use today. We also provide a clear alternative to the many technically sophisticated companies that are writing their own messaging systems for high-performance applications.

Don't take it from us, listen to some of the people who are using 29West, or get free evaluation software and see for yourself!

"The LBM software fits very well with our direct feed handler model. The performance has been nothing short of spectacular." Ron Verstappen, president and CEO at Wombat Financial Software.

"29West delivered as promised; the integration went smoothly, the performance is excellent and the support first class." Senior Partner, Chicago area trading firm.

"By looking at the lbm-config.txt file, it has further confirmed my suspicion that LBM is really a specialist product as there are so many parameters (close to 100??) to play with. It makes competing products look like toys." Lead Developer at a large international bank.

"LBM is way easier to work with than SmartSockets!" Senior Developer at a top tier bank.

"LBM is working well for us. Since we switched we are now in the market nearly 100% versus about 85%. Our rate of trades that we label as pick-offs has been reduced by about 60% as well." Senior develop midsized prop trading firm.

"I thought I would let you know that as of yesterday afternoon, LBM works out of the box on various Dell Xeon 64 Bit machine running cAos 2.0 over Infiniband. You guys have done a wonderful job and it is a pleasure working with this API. I have never used an API that was this robust." Lead Developer working on advanced radar systems.

If you want to see how 29West Messaging can provide you a competitive advantage in the market, please give us a call, or ask for your Software Evaluation today!

## INCREASE YOUR PROFITABILITY

- Realize a Competitive Advantage
- Gain Control of your data and networks
- Lower your data latency

## INCREASE YOUR MESSAGE CAPACITY

- Efficient handling of today's growing market rates
- Low latency support for direct exchange feeds

## 29WEST IS THE HIGH PERFORMANCE LEADER

- Deployed in Top U.S. And London Hedge Funds
- Deployed in 7 of the top 10 global banks
- Focused solely on the needs of the financial markets

### 29West Inc.

29W110 Butterfield Road, Suite 306

Warrenville, IL 60555

[www.29West.com](http://www.29West.com)

630.836.2990

Fax: 630.836.7508

### New York

One Liberty Plaza, 23rd Floor

New York, NY 10006

212.835.9485

### London

75 Cannon Street

EC4N 5BN London

+ 44 207 556 7019

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