TradeStation Deploys OpenStack on VMware Infrastructure to Transition to a New Model of IT

VMware-Powered Software-Defined Data Center Provides the Agility and Speed Required to Deliver New Consumer-Style Applications Faster

PALO ALTO, CA -- (Marketwired) -- 12/03/14 -- VMware, Inc. (NYSE: VMW) today announced that TradeStation, an online brokerage company, has deployed a production software-defined data center using OpenStack and VMware technologies, including VMware Integrated OpenStack, VMware vSphere®, and VMware NSX™. This new self-service private cloud complements the company’s use of public cloud resources to support the unique requirements of different sets of software developers.

TradeStation's state-of-the-art order routing and market data analytics solutions demand an IT environment common to high-speed trading exchanges. However, to better serve the demands of the active trader market, TradeStation has now added a private cloud using VMware Integrated OpenStack to deliver self-service infrastructure-as-a-service (IaaS). This will allow the company to more quickly deliver new applications alongside its flagship desktop platform, as well as leverage its global data center footprint in a new, more strategic way.

"After evaluating multiple competing technologies on which to deploy OpenStack, we determined that VMware infrastructure would provide the best enterprise-class capabilities to meet our needs," said Laurence Vandeyar, senior systems engineer at TradeStation Technologies, Inc. "With VMware vSphere, we're able to do vMotion®, DRS and easy failover, and VMware NSX supports true three-tier Web application development. The combination of Heat orchestration for OpenStack, vSphere, and VMware NSX provides a solution that will give us the most value."

"With VMware Integrated OpenStack, TradeStation will have enhanced its ability to meet new market demands and to deliver applications faster and more efficiently without having to worry about the details of the underlying infrastructure," said Dan Wendlandt, director of product management for OpenStack at VMware. "Additionally, TradeStation will have a private cloud option that is more developer-friendly and continues to meet the enterprise-class security and reliability requirements of IT."

Additional Resources

- Learn more about VMware Integrated OpenStack and VMware NSX
- Learn how to #VirtualizeYourNetwork at our digital hub
- Subscribe to VMware's OpenStack, Network Virtualization and Company blogs
- Keep up with VMware NSX on Facebook, Google+, Twitter and YouTube

About VMware

VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of $5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

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