

# Embrace flexible remote access that's fully data security compliant

## Digital Workspaces powered by HP Anyware



Keep clients' private data safe while expanding access for global and remote employees

HP Anyware provides secured remote access to powerful workstations, so financial traders and the third-party resource providers who support them can increase reactivity, continuity, efficiency, and productivity while safeguarding private data and intellectual property.

When even microseconds can mean a difference of millions, traders are looking for every advantage and must be extremely protective of their information. The ability to log in to a virtual workstation from anywhere on any authorized device effectively maximizes responsiveness and data security, which provides a significant advantage in a highly competitive industry.

Centralized computing accessed by remote endpoints colocates data and apps in close proximity to storage, which reduces latency for greater workstation responsiveness. It also effectively reduces the costs associated with trading floor installations, moves, adds, and changes (IMACs) and increases IT responsiveness to minimize catastrophic downtime.

Accessing remote workstations with zero client or thin client devices gives users the same responsive experience they would have on a high-performance local desktop, but without the risk of intellectual property or private client data being intercepted or leaked. It's a hands-on experience that, from a security perspective, is completely hands off.

# Finding the right digital workspace solution for trading floor applications

Protecting private financial data and intellectual property in a remote trading floor environment requires ultra-secure file and application access with real-time responsiveness that mimics the experience of working in person on a local workstation.

When evaluating digital workspace solutions, you should look for one that is inherently secure and seamlessly recreates the workstation experience. It should provide uninterrupted business continuity, full application capabilities, smooth image display across multiple high-resolution monitors, and lossless reproduction of text—regardless of location or network conditions.

PCoIP® (PC-over-IP) remote display protocol transfers only fully encrypted pixels. Sensitive information never leaves the data center, so no one can tamper with data or infiltrate systems by compromising remote endpoint devices.

Only HP Anyware can deliver highly responsive remote access to an array of data analytics and 2D and 3D data visualization applications that traders rely on for a competitive advantage. It lets you quickly provision specific virtual desktops to the differing needs of specific users.

HP Anyware is also a perfect dynamic remote access solution for third-party vendors who develop data analytics software, manage business operations, and deliver the financial reporting services that trading firms need.



## REDBRICK ASSOCIATES

Back office services for the finance industry

## CHALLENGES

Struggling to keep every client's financial data segregated and secure with local data storage, Redbrick's IT teams were overburdened and lacked a business continuity plan that could hold up under disaster and emergency conditions.

## APPROACH

- PCoIP® remote display protocol powering Amazon WorkSpaces
- PCoIP® zero clients

## BUSINESS OUTCOMES

Leveraging PCoIP technology, client data never leaves Amazon's secured data centers, and every client has its own separate virtual desktop provisioned for each Redbrick employee who works on that client. Employees can log in and out of virtual desktops dedicated to each customer throughout the day, even when working remotely. IT is also simplified by eliminating VPN needs and on-site service calls.



# Work more securely everywhere with the power of HP Anyware

Here are a few of the benefits HP Anyware can bring to traders and the third-party solution providers that support them:



## More responsive access to drive better decision-making

HP Anyware provides ultra-secure, latency-free remote access to the data, applications, and storage that traders need, maximizing the effectiveness of their transactions. PCoIP® remote display technology dynamically adapts to LAN or WAN network conditions in real time. It accelerates the performance of software and applications, so portfolio managers and floor traders can react and transact with optimal speed.



## Hackers don't stand a chance against the power of the pixel

Because HP Anyware transmits only encrypted pixels, no data ever leaves your data center or secured public cloud data store. Users can directly access, analyze, and manipulate intellectual property without actually touching it, which helps keep private client data, proprietary algorithms, and intellectual property secure. It also minimizes the vulnerability of endpoints to attack.



## Simply put, it simplifies IT management

It's easy to deploy HP Anyware on virtually any combination of infrastructure, host environments, endpoint devices, and operating systems. A single management interface called Anyware Manager, lets you automatically provision remote desktops, manage access and optimize performance at the user level, and enable secure PCoIP® connections on any approved device. PCoIP® solutions also reduce time spent on infrastructure management and minimize a trader's system downtime.



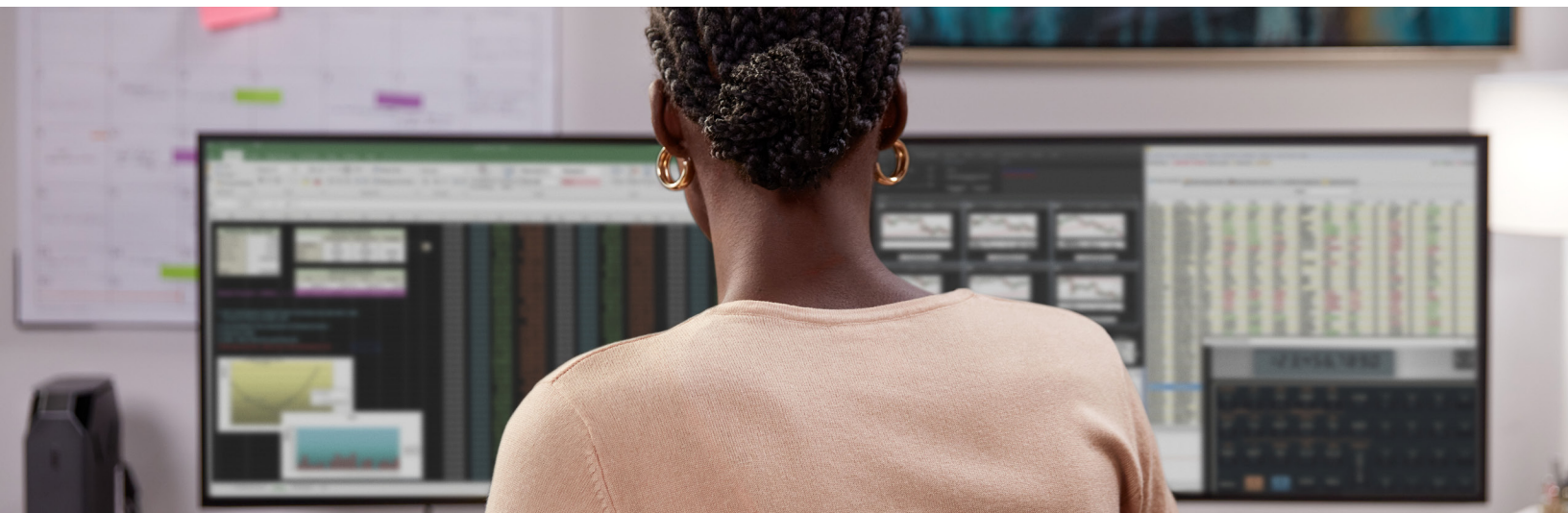
## Bottom-line protection from the top down

Virtualizing workstations decreases the cost and complexity of your entire IT system. Replacing traditional workstations that employ localized software and storage with low-cost PCoIP zero clients radically reduces desktop IT support needs. Zero clients also draw less power and produce less heat than traditional endpoints, dropping trading floor cooling costs by as much as half in some deployments. HP Anyware also lets you power resources up and down as needed, so you'll never pay for connections that aren't in use—further controlling operational costs.



## Embrace the cloud on your terms

The multi-cloud flexibility of HP Anyware supports any mix of on-premises, private, or public cloud environments, Windows®, Linux®, or MacOS® virtual workstations, with or without GPUs. This enables cost-effective hybrid deployments that bridge on-premises and public cloud workstations.



# About our technology

PCoIP® remote display technology delivers a high-definition and highly responsive computing experience through the most challenging network conditions.

- PCoIP® technology was invented in 2004, and although it has been imitated, PCoIP® remote display technology remains unrivaled.
- PCoIP® encodes, compresses, encrypts, and transports image pixels from a central server or workstation.
- It then decrypts and decompresses the image for users to interact with on virtually any endpoint.
- No business information ever leaves your secured cloud, data center, or workstation.



## QUANTUMROOT

Automated hedge fund-trading software development company

## CHALLENGES

QuantumRoot struggled to meet stringent security requirements for protecting data and intellectual property (IP) while also delivering a flexible, hybrid work experience for an international team of developers. Its employees needed to access two dedicated workstations—one for coding and testing and another for continuous integration.

## APPROACH

- PCoIP® remote display protocol
- Site-to-site VPN data center networking

## BUSINESS OUTCOMES

Now the company has greater flexibility to hire developers anywhere in the world, giving them their choice of Windows or Linux development environment with workstations colocated in secured data centers in the US and Europe. Coding and testing tools are more responsive, especially over low-bandwidth connections. Information never leaves the data center and is further protected by centrally managed configurations that allow copy and paste into resources on the network—but not off it.



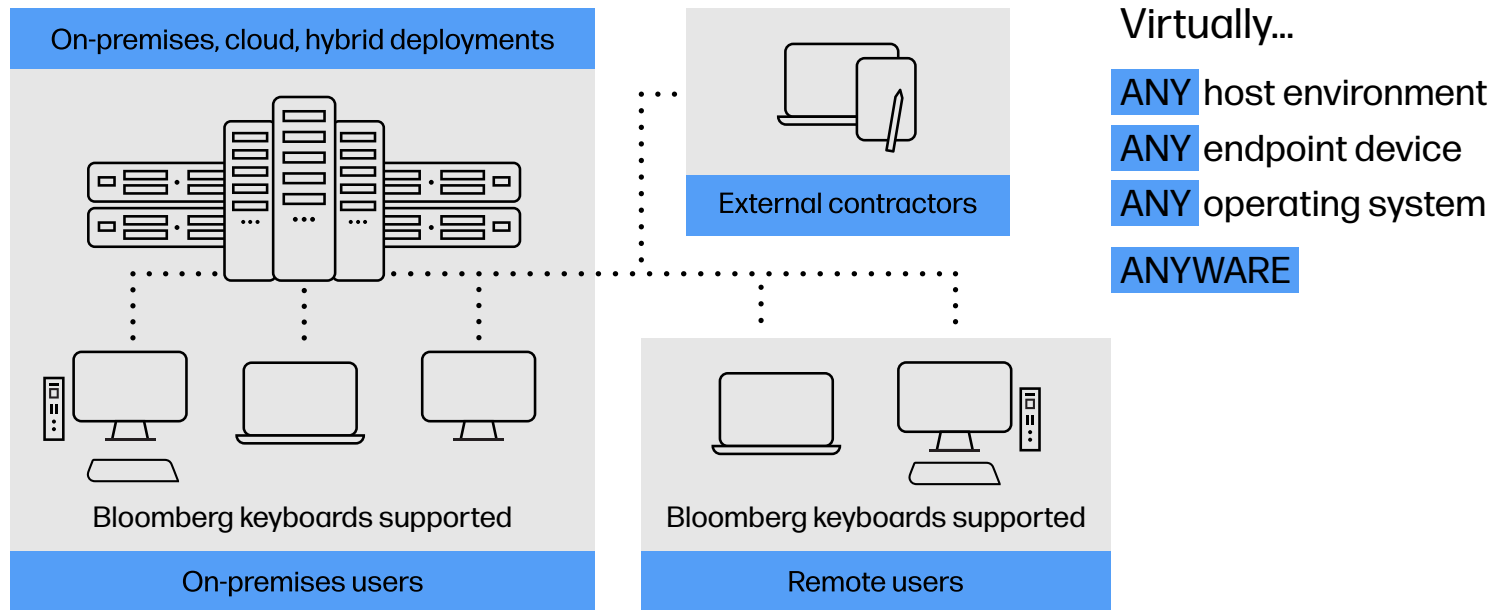
# How PCoIP remote display technology works

## Not every remote display technology can be the boss

If you've ever accessed a digital workspace, you've likely encountered a PCoIP protocol. HP Anyware creates a color-accurate experience, multi-monitor support, and dynamic network adaption that sets it apart from its competitors.

The PCoIP® protocol transfers only display information in the form of pixels, so no data or information ever leaves your cloud, data center, or workstation. Because enterprise data and software are secured inside central systems, no one can tamper with your client's data or compromise your remote endpoint devices.

PCoIP® advanced display compression allows users to remotely access on-premises workstations or virtual machine instances in local data centers or public clouds from a range of devices. While other technologies burden network and system resources, PCoIP® remote display technology offers a working experience that's nearly indistinguishable from sitting at a local workstation, whether you're 10 or 1,000 miles away.



Learn more at [hp.com/anyware](https://hp.com/anyware)

The [Anyware partner ecosystem](#) provides customers with flexibility to deploy on virtually any IT infrastructure. Check out the growing list of CSPs, MSPs, ISVs, and OEMs that support HP Anyware



HP Anyware requires network access. HP Anyware supports Windows®, Linux®, and macOS® host environments and Windows®, Linux®, macOS®, iOS®, Android®, and Chrome OS® end-user devices. macOS® host environments require the HP Anyware Professional subscription. For more on the system requirements for installing HP Anyware, refer to the Admin Guides at: <https://docs.teradici.com/find/product/hp-anyware>. HP Anyware is based on the Teradici CAS software and licensing platform and is available through a 1- and 3-year subscription. HP Anyware subscriptions are based on the number of concurrent PCoIP® connections used (pay for the number of host connections, not the software) with a minimum order quantity of 5. HP Anyware subscriptions gives you a license key to activate a connection to a hosted desktop as well as support and updates to the Anyware Agents, Anyware Clients, and the Anyware Manager available for download here: <https://docs.teradici.com/find/product/hp-anyware>. For a limited time, an HP Anyware subscription also includes access and support for ZCentral Remote Boost and ZCentral Connect and is available for purchase through an HP seller or by contacting sales at [hp.com/Anyware](https://hp.com/Anyware)

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