



USA, New York  
230 Park Avenue 10th Floor  
New York, NY 10169  
Phone: 1-855-779-7171  
E-mail: [info@etnasoft.com](mailto:info@etnasoft.com)

# ETNA Software's Financial Software Development Services to be Exhibited at SIFMA 2012

By [ETNA Software](#)

ETNA Software presents its custom financial software development services at the SIFMA 2012 Financial Services Technology Leaders Expo held at The Hilton New York on the 19-20th of June. ETNA Software's booth number is #1816 and is located on the second floor (Exhibit Level 1) in the Trading Systems & Infrastructure section. "All SIFMA participants and our business partners are very welcome to visit our booth, #1816, for a chat on financial technologies issues," comments Roman Zhukov, CEO of ETNA Software. "We hope to engage in many new business opportunities, including business startups that are searching for a financial software vendor. We will be presenting our latest achievements in online trading solutions as well as in mobile and algo trading. We will demonstrate how our services help financial services firms and startups shorten route to market and cut costs on software."

ETNA Software will demonstrate financial software solutions for online and mobile trading, automatic trading, portfolio and risk management, order routing and FIX connectivity. Company team augmentation services should be interesting for companies doing business in capital, derivatives, futures, currency, commodities and money markets.

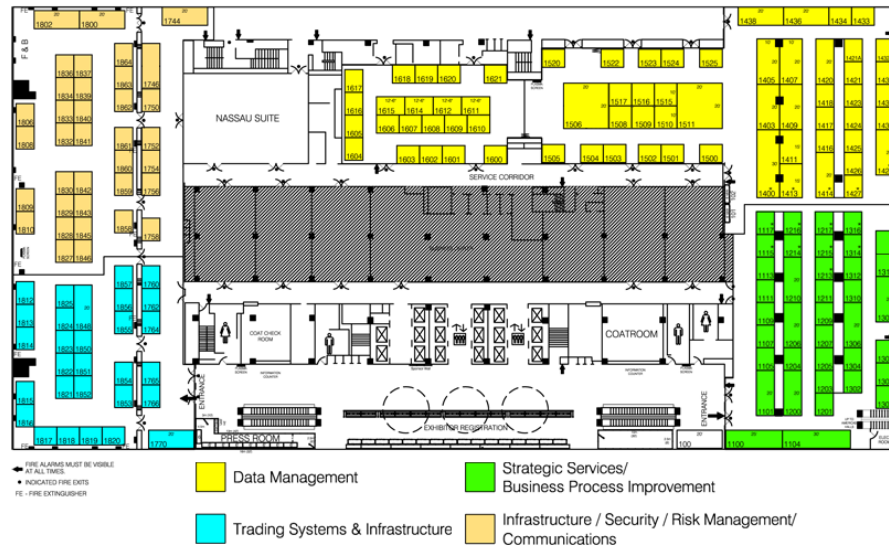
"We will be glad to share our achievements in developing proprietary, fully-fledged trading platform components and HFT infrastructure," adds Roman Zhukov, CEO of ETNA Software. "We are ready to discuss how our clients benefit from the high load, stable and scalable software solutions which we develop."

**The New York Hilton & Towers RHINELANDER Complex**



USA, New York  
230 Park Avenue 10th Floor  
New York, NY 10169  
Phone: 1-855-779-7171  
E-mail: [info@etnasoft.com](mailto:info@etnasoft.com)

## THE NEW YORK HILTON & TOWERS RHINELANDER COMPLEX SECOND FLOOR - EXHIBIT LEVEL 1



[Click to proceed to the interactive map](#)

### About the SIFMA 2012 Financial Services Technology Leaders Expo

The SIFMA Expo is where the world's leading technology service providers in the financial industry converge to introduce their latest products and services to the companies that need them. With more than 200 exhibitors and over 8,000 attendees, this is the event of the year, where senior level executives will be introduced to next-generation technology-based support systems that will make their companies more competitive, compliant, and productive.

### The history of SIFMA

All started back in 1912 with Investment Bankers Association of America – IBA. Later it was merged with the Association of American Stock Exchange Firms (ASEF) to form the Securities Industry Association (SIA) and unify the voices of the related interests. Following the merger, the Public Securities Association (PSA), comprised of IBA's Municipal Securities and Government Bonds Committees (est. 1918), incorporated as an independent organization representing securities firms and banks in the municipal, Treasury and federal agency securities markets. The name of the PSA was changed to The Bond Markets Association (TBMA) in 1997.

In the year of 2006, the SIA and TBMA were also merged, embracing the shared interests of their memberships.



USA, New York  
230 Park Avenue 10th Floor  
New York, NY 10169  
Phone: 1-855-779-7171  
E-mail: [info@etnasoft.com](mailto:info@etnasoft.com)

*"By representing the many segments of the financial industry, SIFMA has become the voice of the financial industry that is uniquely suited to provide trusted and expert information to policymakers, regulators, media, industry participants and the general public about the financial industry."*

ETNA Software exhibited at SIFMA Financial Services Technology Expo held June 14-16, 2011, at the Hilton New York. "The show was extremely busy on June 15th; So many attendees were meeting each other; searching for the right vendor, partner, job, prospect; expanding their network; or just making new contacts," said Alex Rusinov, EVP of ETNA Software.

