



***For immediate release***

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## **29West Announces Queuing Support in UME**

- **Brings Ultra Low Latency to Queuing Message delivery**

**Zero Latency Tour, London, May 19, 2009** – 29West, Inc., the market leader in high performance, low-latency messaging solutions, today announced it has added queuing support in its newest release of 29West Ultra Messaging® for the Enterprise (UME). The new 3.0 release will have a controlled beta release date of June 15, and general availability targeted for August 1, 2009. 29West has long been a pioneer in the streaming messaging market with its breakthrough Latency Busters® Messaging (LBM) application-to-application design setting the performance standard for the industry in 2004. With the addition of UME to the product family in 2006, 29West offered a persistent messaging model built on their unique Parallel Persistence® design that allowed streaming levels of performance with full delivery guarantees.

Now, with the additional support for the queuing delivery model as part of the persistent messaging solution provided by UME, 29West addresses use cases all across the enterprise with its single, powerful API. 29West designed the queuing solution after careful consultation with many of its larger customers and have created a model that can be used for tasks such as end-of-day reporting, compliance and risk management, as well as high-speed real-time application designs.

Current market conditions have caused messaging rates to vastly increase. This message rate growth has put considerable pressure on many legacy messaging designs. LBM and UME have already delivered much needed headroom and hardware savings for streaming and persistent messaging. UME 3.0 now gives queuing use cases the same power, control and scalability.

“We discussed the needs for queuing with many of our customers and there were a number of key requirements: they wanted a solution that would accommodate higher message rates and provide great failover operation as well as reduced costs,” says Todd Montgomery, Principle Software

Architect at 29West. “To meet these needs, we leveraged our application-to-application design model wherever possible and created three dissemination models: source dissemination, parallel queue dissemination and serial queue dissemination. The application designer has the flexibility to pick among these three models to get the performance and delivery models that best fit their application and the further flexibility to easily move to other models when the application needs change over time.”

According to Montgomery, early testing confirms that UME Queuing provides the highest performing queuing style message delivery available anywhere -- and integrates cleanly with all of 29West’s high performing messaging solutions.

With the addition of queuing support, 29West continues to broaden the target use cases for its widely deployed messaging solutions. With more than 130 production customers worldwide, 29West is setting the standard for enterprise strength, enterprise wide messaging in the financial markets.

Low latency and messaging system design are extremely pressing topics today. To address the market demand for better information, 29West will sponsor and run a series of events over the next several months. 29West’s Zero Latency Tour kicks off in London on Tuesday 19<sup>th</sup> May 2009 and travels to New York on June 2<sup>nd</sup>. The tour will include presentations on the current state of the art in messaging and a panel discussion on low-latency deployments in the real world with representatives from Credit Suisse, Intel, Tradefair, and HSBC in London, and from Credit Suisse, FXCM, and Currenex in New York.

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Notes to Editors

#### **ABOUT 29West**

29West is the leader in high-performance, low-latency messaging solutions for financial institutions. Their Ultra Messaging® family of products provides up to a 10X latency reduction and 100X bandwidth improvement over traditional messaging designs across a wide range of use cases, including streaming, persistence, caching, queuing and desktop distribution. 29West provides their customers with the highest-performing, most tunable, most controllable, most powerful messaging API in the industry, and allows full end-to-end monitoring capabilities.

With more than 130 production deployments since 2004 and offices in Chicago, New York, London and Tokyo, 29West provides enterprise strength, enterprise wide messaging. For more information, visit <http://www.29west.com>.

**Register for the Zero Latency Tour at <http://www.29west.com/news/events/zero-latency.html>**

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