

# CA World 08 today

Monday

November 17, 2008

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## CA CEO Swainson Kicks Off CA World 2008 in a Super Way



CA World 2008 got off to an extraordinary start last night. John Swainson, CEO of CA—re-created as a Second Life super-dude avatar—was introduced to the keynote audience in virtual form, followed by the real thing, who presented a riveting speech.

Swainson's humorous and inspiring animated tale of transformation to avartar-dom and life in the IT fast lane thoroughly engaged the audience of thousands, and

was flavored with music ranging from Sinatra greets to Bowie's "Changes," to the theme from "Mission Impossible."

The real-world Swainson came on bold and bullish about the future of IT management, and addressed the benefits and challenges of virtualization, which everyone knows he deals with much more often than virtual living.

Swainson also emphasized CA's commitment to helping customers not only survive—

but thrive—through the current downturn in the global economy. Outlining CA's vision, Enterprise IT Management (EITM), he explained how CA helps customers get maximum value from their IT investments. Delving into the durability of EITM, he discussed how CA readily incorporates each new wave of innovation, helping customers overcome the "Complexity Challenge."

Additionally, Swainson urged customers to "take advantage of the inevitable recovery in the global markets" and leverage maximum benefit from such technologies as virtualization, SOA and SaaS, to stay competitive and emerge even stronger. In the course of his speech, he also shared customer success stories, two of which included their own Second Life super-dude executive avatars.

Swainson closed his speech by inviting his alter ego incarnation to come and say "so long" to the audience, and his super-powered avatar obliged with a farewell that involved martial arts moves, flips through the air, and a stellar rise out of Vegas.

The keynote audience was then invited to check out CA's real solutions during the grand opening of the Exhibition Center. [ca](#)

## Keynote Preview

### This Morning! Al Nugent

Catch this morning's CA World 2008 technology keynote address by Al Nugent, CA's EVP and CTO, this morning at 8:30 AM in Hall B.

### This Afternoon! Jack Welch

Come hear from one of America's most celebrated leaders about what leadership requires in today's business world, and how every employee can contribute to their organization and help drive change. Jack Welch, former CEO of General Electric Company, will speak today at 4:00 PM in Hall B, addressing his decades of experience dealing with changing markets and offering a perspective on how to deal with the current economic times. To learn more about Jack's ideas, please visit his official website at [www.welchway.com](http://www.welchway.com).

## Looking Ahead: Tuesday

### Come See Russ Artzt

**CA Strategy In Action: Leveraging the Power of IT to Deliver Business Results**

Russ Artzt, Co-Founder of CA, will host an engaging panel discussion in which senior IT executives will discuss their experience leveraging CA's Enterprise IT Management solutions to manage IT complexity and support cutting-edge business initiatives.

Tuesday, November 18, 2008

8:30 AM—Palazzo Ballroom

#### Panelists:

Kamal Bherwani—CIO of New York City Department of Health and Human Services

Mike Yorwerth—CTO for Tesco Stores Limited

Antonio Di Caro—CTO for AXA Technology Services

## Pre-Conference Education Well-Attended at CA World 2008

Highly relevant and informative education sessions were provided for free, with sign-ups on a first-come basis at conference registration.

Sessions were held Saturday, November 15th, and Sunday, November 16th, on these two tracks:

- **CA Education Track**—Hands-on and seminar-style instruction on a variety of CA products, including real-world experience, for attendees to apply and succeed in their own environments.
- **Industry Education Track**—Classes covering important IT issues—ranging from technology skills to ITIL best practices—and including exploration of new methods to meet changing needs and demands of organizations.



## CA World Event Night



Join CA for an evening of pure fun, on Tuesday night from 7:00 to 10:00 PM, in Hall A. Be dazzled by circus performers who contort, shape-shift, and execute seemingly impossible feats before your eyes. Feast from a smorgasbord of food options; dance to the beats spun by an incredible DJ, test your gaming skills; and enter our raffle for your chance to win an Xbox system with Guitar Hero. Enjoy all of this—and so much more—at CA World's Event Night. See you there!

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# News

## Masters of IT Economics

### How Visionary IT Executives Improved IT Economics

Managing IT Economics is about getting more value out of IT. It involves balancing cost and risk trade-offs, meeting the endless demand for services with a finite set of resources, and supporting business objectives to drive profitability, growth and competitive advantage, while running a fiscally responsible IT organization. Becoming a "Master of IT Economics" requires visionary leadership, business savvy and new approaches for changing the cost-value equation.

Today, we feature an excerpt from our discussion with Ahmed Abdelmoteleb, Chief Technology Officer for GE Money.

**Question:** How do you ensure technology investments are aligned with business strategy?

**Ahmed Abdelmoteleb:** Every technology investment we make is discussed at a senior executive level with great interest from our CEO and CFO on returns and alignment with our business strategy, both locally and globally.

For example, virtualization is an area that we are investing in. But, for us, virtualization is not only about saving cost. It's about adding agility so we can more quickly deliver a business requirement and ultimately a customer outcome.

When we're working with a business unit to develop a new service offering, we need to be able to quickly determine whether the application being developed runs better in a Windows, Linux or Sun environment, and we want to test multiple versions of operating systems, hardware and software. To take this heterogeneous approach, you're going to need management that can handle that.

If our primary goal were to deliver an application in the least expensive way possible, we'd standardize the platform that applications can be developed on. Instead, we leverage built-for-purpose, non-standard platforms, so our business can be more agile and our services more innovative.

**Question:** To what degree does your IT management strategy change when the broader market economy changes?

**Ahmed Abdelmoteleb:** No one is immune to market and economy changes, especially what's happening currently at a global level. But this is the time when it is most important for us to help manage the business to balance our commitment to provide shareholders with acceptable returns and our customers with competitive products and services.

We put a lot of emphasis on transparency and making sure that the business executives have insight into both our costs and the value being delivered. There is widespread understanding of the cost savings we've realized in the past four years. So even now, when the economy is taking a downturn, we haven't faced pressure to significantly further cut operating expenditures beyond what we are already doing as part of normal business.

We will continue to look closely at balancing our commitment to provide our shareholders with acceptable returns and our customers with competitive products and services.

#### About GE Money

As part of the General Electric family, GE Money Australia & New Zealand, also known as GE Consumer Finance, is the personal finance provider of choice for over 130 million people worldwide. GE Money has a global presence across 55 countries. In Australia and New Zealand, GE Money serves over 3 million customers.

For more of our interview with Ahmed Abdelmoteleb, pick up your copy of "Masters of IT Economics," Volume 1/Issue 1, from the brochure kiosks located in the foyer of the Discovery Theater at CA World. [ca](#)



## Executive Corner

### Q & A with George Fischer, EVP, Global Sales

#### What are your current goals and initiatives for the sales force?

My current goals for the sales force are, first and foremost, that they sell new products solutions that drive success for our clients. In order to do this, I am making it a priority that they enhance the customer experience with CA in every way possible. This includes having hard-hitting execution with a high sense of urgency and consistently executing ethically with the highest business standards.

My top initiatives for the sales force are to continue deployment of well-trained and highly qualified customer-facing teams, to result in a consistent Global Coverage Model. I believe educated Account Directors armed with the right knowledge will make a positive impact on our customers. Additionally, building a strong and effective partner model that includes Global System Integrators and Service Providers will help to deliver maximum value to our customers. Having a well-educated sales force and partners who clearly understand what we sell and how we sell it is also paramount. Our sales force should be able to consistently articulate our message to customers, always being mindful of the value we deliver, and always keeping the wise use of our customers' time as the top priority.

#### What is your view on automation and virtualization?

I believe that CA has the best and most complete product set for automation and virtualization. Many of our clients look to us for help with automating and efficiently managing their data center across all platforms—and we have the technology and skills to help improve their operations. For example, our recently released CA Data Center Manager solution enables IT managers to gain control over configuration and change detection, as well as server and virtual machine proliferation, thereby controlling costs from spiraling.

#### What career accomplishment are you most proud of?

I am most proud of is becoming EVP of Sales here at CA. I am very proud of what our company has accomplished, and I have had 10 years of successive opportunities to work with CA clients associates. With all we've gone through in the past few years, I am very happy to see that the basic work ethic and spirit of CA has emerged stronger than ever—and it is great to be a part of that. The opportunity to work with clients in over 140 countries around the globe, and to use our energy and momentum to facilitate the successful use of CA products and people, is awesome. It makes me feel that we can continue to reach new heights!

#### If you weren't working in software sales, what would you be doing?

I have always felt that a public sector opportunity would be a great combination of helping people and leveraging technology along the way. I may run for office someday, but after seeing this election...selling software is where I belong!

#### To what magazines/blogs/periodicals do you subscribe?

I am a bit of a Luddite when it comes to blogs.... Twittering is something I have been doing on the phone for years. I, of course, read all the regular staples like the Wall Street Journal and all the typical computer-related magazines—and if I want to hear about things before they happen, Slashdot.org has been known for breaking news on the blog front. Of course, being in sales, the way I mainly find out about things is through my customers and colleagues, on the phone or in person. I would say Twittering via text messages, and actually getting out there and interacting in person, are my preferred methods of staying in the know.

#### What is your favorite movie or song?

My favorite movie—since I am over 45—is "Butch Cassidy and the Sundance Kid." As for music, any Steve Winwood (Traffic) or Led Zeppelin song is fine by me. My 17-year-old daughter also got me on a Dave Mathews and Duffy kick! [ca](#)

## CA Stock Exchange an ITIL® Experience

### The CA Stock Exchange Simulation Gives Businesses Practical Experience Implementing ITIL Guidance to Positively Impact the Bottom Line

As part of CA's Education offerings, The CA Stock Exchange is an engaging, high-impact business simulation set in the exhilarating world of high-finance. The simulation practically demonstrates the value of Enterprise IT Management (EITM) and IT Infrastructure Library (ITIL) best practice processes and tools within the context of a realistic business and technology scenario. This unique experiential learning approach creates a breakthrough realization of the roles, processes and functions that underpin a successful EITM approach while demonstrating how the application of ITIL processes can drive measurable performance gains. This simulation brings together people, process and technology to turn ITIL best practices theory into reality.

The CA Stock Exchange provides a realistic business simulation for customers. With the CA Stock Exchange, CA has developed a unique approach to charting the ITIL

journey through a visual representation of the service lifecycle and its interdependent IT service management processes. This dynamic business simulation shows how businesses can benefit from the service lifecycle approach and better understand and communicate the importance of process relationships.

The CA Stock Exchange simulation provides the insight needed to identify IT process shortcomings that are impacting service to the business. From there the participants can see how implementing ITIL process guidance could turn around simulated chaos into a proactive and managed IT service environment.

The CA Stock Exchange simulation puts participants in teams with distinct roles such as service desk operator, service delivery technician, CEO, and other business roles with a stake in the success of

the business operation. Each team is taken through five trading "rounds" with different and escalating problems surfacing in each round. Success is measured by revenue gain (lost), how teams are able to improve revenue by increasing the number of trades executed as a result of service and application uptime.

"The CA Stock Exchange simulation successfully shows the impact that ITIL best practices and processes have on IT management and the business bottom line. It not only takes into consideration the processes and technology involved in improving the service lifecycle with ITIL processes, but it also successfully demonstrates the people and cultural aspect that is so critical to ITIL success within an organization.

Come experience the CA Stock Exchange for yourself. Visit CA Education at the CA Value Network Booth #304-317. [ca](#)



## New CA Offering Helps Organizations Leverage Service Management Tools to Automate Identity & Access Management

To better compete in today's business environment, organizations are turning to the implementation of service management strategies that enable them to deliver high-quality IT services in a cost-effective manner. One such set of IT services is Identity & Access Management (IAM).

IAM services are generally not available to users within a service management framework, or when they are, still depend on manual procedures. Establishing the user's identity, role and access rights often involves filling out forms, which are transferred from one department to another to obtain the necessary authorizations. A similar process is followed when employees' roles change or when their tenure with the organization comes to an end. The end-to-end process for any one of these operations is often manual, subject to error, and costly.

To address this need, CA is offering CA Identity & Access Management as an Automated Service Rapid Implementation, to automate the identity lifecycle management process using CA service management tools. This integration is delivered with pre-built components, combined with services that enable smooth integration and deployment.

Using CA Service Catalog, users order IAM services and, behind the scenes, CA Service Catalog works with CA Identity Manager to fulfill their requests. The integration also offers organizations the option to include CA Service Desk to increase the level of control over the service request process, and CA

SiteMinder® Web Access Manager (WAM) to secure access to the web components of the integration.

Incorporating IAM services into an existing Service Management framework provides a number of benefits:

- Enhances the quality of IT services thereby increasing organizational and user productivity.
- Lowers costs and reduces errors.
- Strengthens the alignment of IAM services to the business needs of the organization.
- Leverages the organization's single point of contact for IT services—a service catalog—by including identity administration service requests.

The CA Identity & Access Management as an Automated Service is one of a number of integrations available from CA. As part of its Enterprise IT Management (EITM) initiative, CA has made it a priority to identify areas where customers can leverage their IT service investment in disparate organizational domains and publish these as services for the benefit of the entire organization.

To obtain a technical brief describing this integration, visit [ca.com/Files/Technology-Briefs/iam\\_automated\\_service\\_tech\\_brief\\_web.pdf](http://ca.com/Files/Technology-Briefs/iam_automated_service_tech_brief_web.pdf).

You can also see the new IAM offering at CA World in booth 332-337, and learn more at session TN006SN on Tuesday, November 19th, at 11:00 AM in Marco Polo 801. [ca](#)

## Have a Winning Experience—With the CA Value Network!

The CA Value Network adds value to your product purchases, with CA Education, Services & Support offerings. Explore what the CA Value Network can do for you by visiting Exhibit Center Booth 304-317, to:

- Talk with CA Education, Services & Support experts about real-world issues.
- Have fun testing your skills on exciting Nintendo Wii games.
- Get your CA World ID Badge scanned for your chance to win a great prize!

Badges can also be scanned for entry to win at:

- The IAM as an Automated Service, and the Infrastructure & Service Management Integration stations, at the Technical Perspectives booth (332-337).
- The CA ITIL Services station, at the ITIL booth (554-564).

Daily drawings will be held to give away one of these great prizes:

- Garmin GPS.
- Steiner Binoculars.
- Canon Digital Camera.
- Franklin 12-Language Speaking Translator.

No purchase is necessary. See the official rules at Booth 304-317 for details.

Enjoy a winning experience with the CA Value Network—including onsite CA Education, Services & Support experts, great Wii games, and daily prize drawings! [ca](#)

## Important New Book from CA Press About Simplifying Governance

The financial crisis of 2008 made a big impact on the global economy and on corporate governance. Experts from CA, including EVP Jacob Lamm, discuss this situation and their solutions in a new book, *Under Control*. The book will be available from CA Press in March 2009.

*Under Control* examines corporate governance, its growing importance, and how ineffective policies can contribute to failures such as the recent credit crisis. The keystone of corporate governance is the placement of controls to monitor an organization's vital signs, enabling corporate leaders to oversee activities and intervene to bring an organization back on course. Legislative attempts to force compliance on corporations, alone, have not resulted in the measures required to ensure accurate analysis of risk, and effective policies that allow measurements of risk factors at all levels of the business.

*Under Control* makes clear that a new form of integrated corporate governance is the best answer to securing the future of global corporations. Without an integrated system of management, the needless failures of 2008 will continue to occur.

Stop by the CA Press booth (433) in the Exhibition Center to preview excerpts of this important book. [ca](#)

# Security & Privacy Services

*Helping to navigate the challenges of security, privacy, compliance and controls*

Digital information security is a management issue with global business implications. To succeed in today's network economy requires more than simply a focus on information technology issues — it also requires a focus on security strategy and management. The associated risks of business today need to be clearly understood and managed in order to make the most of your opportunities. This requires a global perspective, industry and business insight, and a deep technical knowledge of security products and solutions.

Managing information risk at the enterprise level enables companies to achieve more efficient and effective security processes and programs. Issues such as stakeholder value, consumer confidence, brand and reputation protection, and legal and regulatory compliance can be addressed. The professionals of Deloitte help you take advantage of this dynamic situation while managing risks.

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## Model Analyser for CA Gen Upgrade

Upgrading is a daunting but inevitable part of software management. A move to CA Gen 7.6 from any earlier version is generally viewed as a major upgrade and trying to understand the impacts and estimate the amount of time and resource required to effect a smooth transition is never straight-forward.

Also the level of exposure to the business and its clients if something goes wrong and the system is down for a prolonged period, is potentially enormous.

Jumar's Project Phoenix Model Analyser tool for CA Gen is the runaway leader in terms of CA Gen model analysis; tried and tested within many large companies.

In response to customer needs, Jumar has launched a new CA Gen 7.6 Upgrade Analysis Module that will allow you to understand the impact of known upgrade issues on your own portfolio of applications. As an add-on for Model Analyser it searches the models for occurrences of the known issues, quantifying and logging as it goes. The analysis it performs is driven by knowledge gained from several 7.6 upgrade projects in which Jumar have been involved, as well as on the publicly available information on the subject.

For more information on this exciting new product please visit:  
[www.jumar-solutions.com](http://www.jumar-solutions.com)

# zIIP IT

By Stefan Kochishan  
Director, Product Marketing, CA

Be sure that your CA World plans include our informative sessions about how CA Mainframe Solutions support and leverage IBM zSeries Integrated Information Processors (zIIP)!

Of special note is [The UPS & DOWNS of zIIPs & zAAPs](#) (z Application Assist Processors) MF115SN—Thursday, November 20th at 8:30 AM in Marco Polo 702, presented by Norman Hollander, Senior Principal Product Manager of CA's Mainframe Division. This is an exciting opportunity to get important information about zIIP and zAAP processors, planning considerations, and how CA is utilizing this innovative technology.

zIIP processors are designed to make available general computing capacity and lower overall total cost of computing for select data and transaction processing workloads. CA solutions that utilize zIIP processors empower IT organizations to optimize application performance and gain maximum business value from their existing data center investments.

Take advantage of the following sessions to help you determine which workloads run best on specialty processors:

- Monday, November 17**  
2:45 PM-3:45 PM  
MD102SN – Bellini 2005  
[CA Datacom® r12 Enhancements Customer Session](#)
- Tuesday, November 18**  
2:45 PM-3:45 PM  
MD110SN – Bellini 2005  
[r12 Development Buddy User Experiences](#)  
  
2:45 PM-3:45 PM  
MI250SN – Bellini 2006  
[CA IDMS™ r17 & Exploitation of the zIIP](#)  
  
4:00 PM – 5:00 PM  
MS103SN – Marco Polo 806  
[Exploiting zIIP & Capacity Planning with CA Vtape™, CA Tape Encryption](#)

- Wednesday, November 19**  
2:45 PM-3:45 PM  
MF111SN – Marco Polo 706  
[Exploring & Exploiting the z10 & z/OS 1.10](#)  
  
2:45 PM-3:45 PM  
MS106SN – Marco Polo 806  
[How to Make Virtual Tape Fly Using CA Vtape Customer Session](#)
- Thursday, November 20**  
8:30 AM – 9:30 AM  
MF115SN – Marco Polo 702  
[The UPS & DOWNS of zIIPs & zAAPs](#)  
  
11:00 AM – 12:00 PM  
MI370SN – Bellini 2006  
[Cost Effective SOA Enablement of CA IDMS™ Systems Using zIIP/zAAP Specialty Engines CA Partner Session](#)

## well-managed change can drive innovation

Responding to the complex issues of globalization, M&A, and the need for greater operational efficiency requires a versatile technology environment. One that is flexible and can be effectively managed to respond to rapidly changing business conditions.

At PricewaterhouseCoopers, we can help you see where change is necessary (and where it isn't) and how change, well-managed, can actually help drive innovation and improve your technology investments.

You will find the quality of our advice is a measure not only of our industry experience and technological know-how, but how carefully we listen and how quickly we can respond to new information.

To find out how we can help your organization visit us at [www.pwc.com/us](http://www.pwc.com/us)

The lessons of life are the lessons of business.<sup>SM</sup>



# Mainframe & Multi-Platform Application Development

By Nancy Newfield

Director, Product Marketing, CA

Chris O'Malley, EVP and GM of the CA Mainframe Business Unit, will deliver the [Welcome to the Mainframe](#) opening session at 9:45 AM on Monday, in Lido 3002-3003.

The Mainframe & Multi-Platform Application Development **Technical Campground** opens on Monday at 10:45 AM, in Titian 2002-2004. Come visit the developers and support staff for a one-on-one look at the products you rely on every day. Campground hours are:

Monday, 10:45 AM – 3:45 PM  
Tuesday, 8:15 AM – 5:30 PM  
Wednesday, 8:15 AM – 5:30 PM  
Thursday, 8:15 AM – 12:00 PM

Here are just a few of the sessions not to be missed on **Monday, November 17th**:

[Extending Your Mainframe in a SOA Environment](#), by featured guest Brad Day, VP and Principal Analyst of Forrester Research, at 11:00 AM in Lido 3002-3003, provides a new perspective on how to leverage your extensive mainframe investments and best practices for modernization.

Join the [Mainframe PLC/User Group Meeting for Identity & Access Management](#) at 5:15 PM in Bellini 2106—for a unique opportunity to network with other Mainframe IAM users, and CA Mainframe Security Development & Support staff.

Hear Blue Cross Blue Shield of Texas describe their success in [Integrating Mainframe Application Debugging, Fault Management & Change Management](#), at 2:45 PM in Galileo 901. Learn about the benefits they realized by integrating their CA testing tools with CA Endeavor® Software Change Manager.

[Encrypting CA IDMS™ Data](#) at 2:45 PM in Bellini 2006, explains how Perot Systems successfully implemented a CA IDMS encryption project, including the challenges they faced and their extensive regulatory and audit requirements.

[CA Output Management Web Viewer Best Practices](#), at 2:45 PM in Marco Polo 704, highlights the experiences of Conway and goes beyond the basics by focusing on best practices, tips and ways to improve CA OM Web Viewer usability.

Here are some **Tuesday, November 18th** sessions worth highlighting on your schedule:

[Best in Class Support: Using MTTR as a Key Quality Metric](#), at 9:45 AM in Marco Polo 705, describes CA's efforts to continuously improve our world-class technical support and product quality. Join us as we share our performance goals, and discover how we measure the overall effects of our process improvement initiatives.

Come hear EDS deliver three CA OPS/MVS™ Event Management and Automation sessions: [Polishing the Gem—CA OPS/MVS Our Favorite Features](#), at 1:15 PM in Marco Polo 702:

[SSM V2 Practical Approach—Part 1: What is SSM V2 All About?](#), at 2:45 PM in Marco Polo 702 and

[SSM V2 Practical Approach—Part 2: SSM V2 Case Study](#), at 4:00 PM in Marco Polo 702.

[Advanced Techniques for Extracting Information from CA Vantage™ Storage Resource Manager Data, Parts 1 and 2](#), is a hands-on lab at 8:30 AM and 9:45 AM in Sands MR 205-206. The lab will focus on the four types of data summarization, as well as newer techniques for summarizing historical and multi-system data, and trending of summary data and customization to prepare extracted information for general distribution.

[A Universal Banking Solution Developed Entirely with CA Gen](#), at 2:45 PM in Bellini 2003-2004, will highlight a major banking application, PROFITS, developed entirely in

CA Gen for a number of banks in Greece and southeastern Europe. Also included is a demo of two of Intracom's tools that support business rules incorporation and interface their system externally.

A customer case study, [SOX Compliance Drives Redesign of CA Endeavor SCM at Mass Mutual](#), at 1:15 PM in Marco Polo 707, describes the challenge MassMutual faced in ensuring that its software development lifecycle was robust enough to manage a new wave of concurrent, quick-paced, voluminous development, while achieving SOX compliance.

[r12 Development Buddy User Experiences](#), at 2:45 PM in Bellini 2005, describes US Customs and Border Protection's experiences with early code for CA Datacom r12 and discusses exciting new features such as the ability to partition indices by key, and add and remove keys with limited application impact and support for z/Series zIIP processors. And more!

Busy data center professional often deal with performance issues on a reactive basis, which can impact availability. [How to Predict DB2 Performance Changes](#), at 1:15 PM in Galileo 902, explains how CA Plan Analyzer can help you adopt a proactive approach to DB2 management for improved performance management.

Have you realized yet how complicated Enterprise Extender (EE) is? Because of the "wrappers," there's no visibility to detect problems and manage performance. CA NetMaster® Network Management 11.6 SP1 provides the toolset you need to delve into its inner workings. Learn more at these sessions: [Got EE? CA NetMaster Network Management Can Help](#), at 9:45 AM in Marco Polo 706 and [Working with CA NetMaster and Enterprise Extender](#), at 2:45 PM in Sands MR 205-206.

[Managing Traditional Tape Catalogs and Virtual Tape Systems: Two CA MICS DIAs in One](#), at 8:30 in Galileo 902, discusses the

## Control Your Mainframe Costs

By Cindy Peake

Sr. Product Marketing Manager, CA

In today's stressed global economic climate, cost containment strategies are imperative to remain competitive and increase your company's profitability. Join us at an important Mainframe & Technology Innovation session focused on how to optimize your mainframe software expenditures. Vince Re, Senior VP of Software Engineering for CA's Mainframe Business Unit, will present **Control Your Mainframe Costs** today, Monday, from 2:45 PM – 3:45 PM in Marco Polo 706.

Don't miss this unique session that introduces new innovative technology to help reduce your total software costs, by accurately discovering and managing software utilization and its effects on actual cost. Discover how to monitor and track real workload costs and quickly make appropriate adjustments to optimize spending. Also, learn how to assess and recommend strategies for cost-savings by exploring "what-if's" on different workloads and license configurations.

This is a "must attend" session. Software cost containment strategies can benefit your company by delivering ROI based on direct savings from reduced software licensing costs. This new technology also encourages greater emphasis on decision-making with cost awareness, and provides valuable asset inventory and management capabilities.

latest CA MICS Resource Management product option that covers two of the most requested resource areas—tape management systems and virtual tape systems.

Learn [How Canada Revenue Agency \(CRA\) Uses CA Aion® Business Rules Expert Dynamic Rule Manager for Mainframe Applications](#), at 4:00 PM in Galileo 901. This session describes how CRA leverages the Dynamic Rule Manager to readily implement and update tax collection policies driven by dynamic business requirements.

Soreco has been using CA Plex and CA 2E for application programming for more than 15 years. [CA Plex Makes SOA Easy](#), at 1:15 PM in Bellini 2002, describes how Soreco uses SOA and Business Process Management with CA Plex and Soreco's Xpert.ivy to adapt GUIs and use them within a business process. [ca](#)

## CA Endeavor® Software Change Manager r12 Works with CA's EITM to Help Unify and Simplify IT Management Across the Enterprise

Regulatory mandates, changing business needs and the demands for consistently high levels of IT services drive the need for a cohesive approach to software change management. Your organization must be able to prove compliance with critical controls, set priorities for software changes, and track and implement changes to applications. CA Endeavor® Software Change Manager (CA Endeavor SCM) is the most widely used Software Change Management solution for the IBM z/OS mainframe environment. It enables control of all software management tasks associated with the mainframe development environment. It automates source code transformation merging, versioning of new releases and change tracking. By eliminating

the manual steps that bog down the software development process, it ensures greater efficiency and fewer errors.

CA Endeavor SCM provides best-of-breed solutions for automating change management across the mainframe environment. CA is unique in delivering a single predefined process, a product set with services for unifying Development, QA, and Release Management across your mainframe environment. It works with CA's vision for Enterprise IT Management (EITM).

CA Endeavor SCM enables the effective management of tasks associated with the mainframe software development environment through automated transformation functionality, module relationship manage-

ment, parallel development management, and release automation capabilities. As such, it automates and manages software development activities providing for repeatable, enforceable, and successful processes, eliminating manual steps, managing concurrent development, and guaranteeing correct transformation procedures. [ca](#)

What's New in CA Endeavor SCM r12:

- Concurrent Action Processing
- Promotion Packages
- Element Delta Retention By Age
- Version Rolling
- Ease-of-use enhancements
- CSV Extraction Enhancements

To find out more about CA Endeavor SCM please attend these informative CA World sessions:

### Monday, November 17

1:15 PM – 2:15 PM

[MC101SN](#) – Marco Polo 707

CA Endeavor SCM: Here and Beyond

### Monday, November 17

2:45 PM – 3:45 PM

[MC105SN](#) – Marco Polo 707

Rapid Implementation plus Concurrent Management Challenges

## Service Oriented Architecture (SOA): Achieving Main Street Status

If you are wondering if it's time to jump into the SOA pool, it seems the answer is a resounding "Yes." Input from customers, surveys and industry analysts suggests that most large enterprise organizations are considering SOA, and many are well along the journey, moving from pilot to full-scale deployment. Here are some things to know about SOA:

- **Making it easier adds complexity**—One characteristic SOA shares with many new technologies is that while it simplifies the visible, user-facing process or service, it typically adds significant complexity to the underlying infrastructure. SOA infrastructure management falls into three fairly well-defined management disciplines: Performance, Security, and Governance. The CA Wily solution focuses on Application Performance Management (APM).
- **End-to-end visibility**—As if the SOA picture weren't complex enough, .NET is showing up with increasing frequency in enterprise SOA deployments, resulting in applications now invoking services that span J2EE and .NET platforms. Effective management of cross-platform environments requires a single solution that uses a common language and presents the same level of information as the transactions traverse platforms. Effective SOA performance management requires visibility to the entire user experience. This visibility is the focus of SOA management and is important for the business process owner to understand.
- **Proactive management and rapid triage**—Sometimes when a problem surfaces, the hardest part is figuring out where to start fixing it. Too often, the approach is a best-educated guess, where a specific support team is called or someone hits the panic button and everyone gets a phone call to look at their individual silo. Either approach can be costly and time consuming, potentially resulting in an extended slowdown or actual failure. When these things happen, the business may suffer not only a potential loss of revenue, but a loss of confidence, all the way from the user to the boardroom.

For over ten years, CA Wily has developed and delivered a comprehensive solution for the APM market. Our solutions are flexible and scalable to adapt to changing business needs. Rapid deployment provides faster time-to-value and payback. Your investment in software, personnel and operational practices is protected as you evolve to complex SOA environments.

To hear more about CA Wily SOA initiatives and an actual customer experience, attend session BA123SN, **SOA Performance Management: Best Practices from Axiom Infrastructure Management** Thursday, 9:45 AM - 10:45 AM or visit booths 250- 251 at the Exhibition Center.

# Pontificating on Cloud Management: What it Means to Customers

These days, the topic of cloud management is increasingly popular when people talk about utility computing, on-demand, or Software as a Service. The idea of the cloud has been a recurring theme in many forms during the past 10 years, and while there are clearly many different types of clouds, no matter what the architecture, they all need to be managed properly to maintain service quality and availability. Cloud models include:

- **Internal IT cloud**—A structure whereby the IT organization creates an "internal" cloud and hosts the cloud for their business units.
- **Cloud to cloud hopping**—Applications hosted from one cloud that traverse to a second cloud hosted by another provider.
- **Managed cloud offering**—Amazon, BT, AT&T, and many others, offer managed services with their respective "clouds," to organizations that need managed services or resources on demand.

Irrespective of the type of architecture on which a cloud technology is built, there remains the important issue of how it's managed, how process integrations with customers take

place, and how customers of cloud services recognize the benefits. Enterprise IT organizations must consider the underlying management of the cloud services that are purchased. This includes a solid understanding of how the services are managed and how they, as customers, benefit. While Service Level Agreements (SLAs) are valuable for measuring availability and response time, the next step

Are "managed cloud services" a viable option for customers to consider?

should be a discussion about the opportunity to acquire that management capability from a cloud. Users should consider the following key issues with cloud management:

- Are "managed cloud services" a viable option for customers to consider?
- Do CIOs have a comfort level with buying management services from the cloud;

and is the ROI of such services acceptable versus internally run management processes and solutions?

- What are the functionality, security and process integration requirements that cloud providers should offer customers buying cloud management services?
- How do cloud management services integrate with internal IT processes such as change, configuration, problem and incident management?
- What is the best interface management between multiple cloud providers when an enterprise purchases cloud services from more than one provider?

While the market for management services from cloud providers is very young, tight economic times often help dictate management decisions. [CA](#)

Co-Authors:

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## Service Availability Management: Ensuring the Health of Your Critical IT Services

If you hold a focus group for IT operations professionals to discuss their IT services management challenges, you may hear such compelling statements as: "I have no end-to-end view of my infrastructure." "I have little visibility into the future." "IT is a high stakes game." "We often hear from users that there's a problem before we even know it."

Recent CA-sponsored focus groups reveal that as the dividing lines between business processes and IT processes disappear, even small IT service degradations can cause a loud reverberation. To manage this, IT practitioners recognize they need a more proactive view of IT operational health based on IT event notifications that contain predictive information in the context of the business.

Service Availability Management (SAM) is a fresh approach to IT management that combines Application Performance Management (APM) and Infrastructure Management (IM) to provide a view of IT service health with *assured visibility*, *assured predictability* and *assured root cause*.

### ASSURED VISIBILITY

By tightly integrating and correlating APM and IM, you can deliver *assured visibility* of all the factors affecting an IT service. APM monitors real business transactions to provide insight into actual user experience and web application performance and availability. Combining APM with a real-time health view of the infrastructure elements through which those transactions process and flow provides

a more complete the picture of what is going on in your IT environment.

### ASSURED PREDICTABILITY

Similarly, APM and IM combine to provide *assured predictability*. APM employs end-to-end transaction monitoring to measure application response and determine service level agreement (SLA) compliance. Complementing this is an infrastructure early warning system. By monitoring all key performance indicators for network devices, systems and databases associated with the application, IM can reveal deviations from normal and probable violations of fixed thresholds that will affect application performance.

"I have no end-to-end view of my infrastructure."

### ASSURED ROOT CAUSE

With today's large and complex IT infrastructures, getting to the source of a problem can be time consuming and costly. APM leverages end-to-end business transaction monitoring to perform triage and indicate the IT domain (network, system, database or application) where the degra-

dation has occurred. When the source is the software environment, it performs precise root cause analysis to pinpoint the problem quickly. To determine the if root cause is in the infrastructure, IM utilizes a software model of the IT elements that comprise a service, queries the condition of each individual element, understands the relationship between elements, correlates symptoms, suppresses unnecessary alarms, and performs impact analysis to deliver assured root cause.

Delivering this comprehensive and precise picture through high level dashboards that allow drill down to detail enables a whole new level of efficiency. Service Availability Management will continue to evolve to further optimize operations and improve IT service delivery.

**CA Service Availability Management is featured in Booths 348 and 351 and sessions with identification numbers beginning with "BIS." [CA](#)**

Co-Authors:

David Hayward, Senior Principal Product Marketing Manager, Infrastructure Management Business Unit, CA

Melissa Sargeant, Product Marketing Director, CA Wily Application Performance Management Business Unit



# Consolidate Enterprise-Wide Workload Automation Tools and Free Up Strategic Resources

The most important need driving data centers to automate their workload is to free-up strategic resources. What if you could reduce the maintenance effort to monitor your workload by 43%, or reduce job definition time by 34%? What if you had a solution that expanded the types of manageable workload objects well beyond the traditional boundaries of JCL, scripts, commands, ERP's?

Whatever configuration of products you use to manage workload on the mainframe, and all

the types of workload *throughout the enterprise*, CA is the only vendor that can deliver a choice for your workload automation configuration. Whether you choose to have a mainframe engine AND a distributed engine, run the entire workload from a mainframe-hosted solution with agents, or run the workload from a distributed-hosted engine with a mainframe agent. CA can meet or beat any competitor configuration offering and can detail the additional value a CA Enterprise Workload Automation

solution could bring to not only IT, but to also bring value to your business.

Many vendors will not even be able to tell you the kind of effort, time and money it would take to get your processing definitions converted over to their one-choice solution. That is why more and more companies are looking to CA for both the best-of-breed solution, but also expertise on the best configuration to manage their workload according to their business needs. CA has experience and

can confidently size the conversion effort and provide a detailed report telling you how long and at what cost the conversion will take to move the entire workload to CA tools. Isn't it time you took another look?

Talk to your CA Account Team, visit [ca.com](http://ca.com) or attend session BW55SN - [Managing the Risk of Change: CA WA Conversion Services](#) on Tuesday Nov. 18th from 9:45 AM - 10:45 AM in Galileo 906-907. [ca](#)

## Reduce Costs and Business Risk with CA's Data Center Automation

A successful data center automation strategy must be designed to streamline, simplify and accelerate end-to-end processes while driving down complexity and costs with innovative technology. With several key entry points into data center automation, the right approach coupled with the right tools will help ensure a sound strategy with quantifiable results and improved agility and efficiencies.

Successfully establishing intelligent automation aligned with business context will enable IT organizations to determine what resources are to be dynamically managed based on business demand. The speed and efficiency of automa-

tion in the data center can provide unique and measurable value back to the business via a number of entry "vectors". The data center automation entry vectors include interdependent steps that lead down the best path for the greatest value to the business.

Beginning with and aligning to business policy, a strategy must include a higher level of operational efficiency which begins with physical and virtual server and application provisioning management, as well as consolidated management of virtual and physical environments. Next there must be an automated method in place to discover granular server

and software assets while also mapping these assets and their dependencies to supporting business processes.

Furthermore, controlling and managing the configuration changes in reference to the business context will ensure the best use of resources in an expedient manner. Leveraging resources for maximum utilization through intuitive allocation, resource self-service institutes a responsive and agile environment. This self-service allows automation to leverage resource pools on demand providing the foundation for responsive technology. Finally, the requirement to monitor and measure performance utilization

enables the policy engine to logically predict and appropriately react through an automated action based on business need.

Automation with a business context provides IT organizations with greater business alignment and improved outcomes. Automation also contributes towards energy efficiencies, helping companies with their green IT and overall sustainability initiatives. Transforming your data center from a cost center to a strategic business enabler is an evolution in IT management.

Learn how CA data center automation solutions can advance your IT goals. [ca](#)



## SAP & BUSINESS OBJECTS SOLUTIONS AT CA WORLD

### COME AND VISIT OUR SESSIONS TO LEARN MORE

#### End-to-End Root Cause Analysis with SAP Solution Manager / CA Introscope

When: Monday, November 17th—1:15pm  
Where: Meeting Room Lido 3101A

#### Business Objects, an SAP company, Presents Tips and Tricks for Designing Custom Reports with Crystal Reports®

When: Monday, November 17th—2:45pm  
Where: Veronese 2505-2506

and  
When: Tuesday, November 18th—9:45am  
Where: Meeting Room Lido 3101A

#### End-to-End Root Cause Analysis with SAP Solution Manager / CA Introscope

When: Tuesday, November 18th—11:00am  
Where: Meeting Room Lido 3101A

#### Using CA Products to manage the SAP Application Landscape @ CA, Inc.

When: Tuesday, November 18th—2:45pm  
Where: Meeting Room Lido 3101A

Join the Hero Challenge on Wednesday, Nov 19th.



# A Step-by-Step Guide to Implementing IT Governance, Risk and Compliance

By Steve Bartolini

Senior Director of IT Compliance, CA

Before CA launched and began to use its own Governance, Risk and Compliance (GRC) solution, disparate groups tackled different regulations with separate project teams and approaches. Not surprisingly, this resulted in costly redundancy, which I was asked to help resolve.

Here are steps for implementing GRC, based on my experience in simplifying and streamlining CA's compliance efforts using CA GRC Manager.

**Step One**—In planning for GRC, align your stakeholders, get buy-in, and set expectations as to what stakeholders are signing up for and how to measure success. During these initial discussions, establish a common framework for addressing your risk profile, to help prevent misunderstandings and reduce communication issues.

**Step Two**—Revisit and update your policies, procedures and controls. This data will

populate your GRC solution, as well as define your appetite for risk. This data is also the information you will be audited against.

**Step Three**—Establish requirements and develop common processes for issue management and communication to be automated by your GRC solution. At CA, as with many organizations, our primary requirements were for a real-time view across the entire IT organization and insight into the risks we faced.

**Step Four**—Determine how to begin the GRC software implementation. A phased approach is desirable because it enables you to focus on a limited number of business users and lets you prototype processes so that you can refine and repeat them in future implementations.

**Step Five**—Outline how the business units will use the new GRC solution, with

an eye toward encouraging them to actively manage their own risks, and then conduct training for all business units.

We followed these steps at CA and are now using CA GRC Manager to manage policies from a central repository. With our governance processes working more effectively, we've been able to reduce our compliance costs, free up internal resources, and react faster to new legislation.

Learn more at GG005SN, [The CA GRC Manager Product Roadmap: Business Governance via Integrated Risk and Compliance Management](#), Monday, November 17th at 1:15 PM in Veronese 2404, and at GG040SN, [Where to Begin the Daunting Task of Implementing IT Governance, Risk and Compliance](#), on Tuesday, November 18th at 9:45 AM in Veronese 2404. [ca](#)

## Receive and You Shall Give

This year at CA World, when you receive information about the CA Value Network and have your CA World badge scanned at designated locations, you can benefit the CA HOPE School—a pre-primary school for underprivileged children in Hyderabad, India. With your help, CA can achieve its \$10,000 donation goal through our CA Value Network Charity Drive.

The CA Value Network (CVN) is a system of programs, services and offerings available to you from CA Communities, CA Education, CA Services and CA Support. As a CA customer, with these optional entitlements, you can embark on a CVN journey to maximize the value of your CA solutions. The CA Passport in your CA World registration bag offers more information.

How do you help give? Visit a station or attend a Mini Theatre presentation in the CA Value Network booth (Exhibition Center 304-317), learn about a CA offering or value-add program, and have your CA World badge scanned. CA will donate \$5 to our goal. Also, you are automatically entered in the CA Passport to Value Sweepstakes daily drawing and can receive a CA HOPE School bracelet, a compass or a CVN bag. Please help us achieve our CA Value Network Charity Drive goal!



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## Special Customer Report— Available Only at CA World

Need a list of CA products licensed by your company? Wondering about your company's entitlement status on a specific product? Have recent staff changes or need to update your contact information? For one-stop customer service, see the highly trained CA Support professionals at the CA Customer Interaction Booth.

Also, be sure to request your customized Customer Report—a special offering, only available at CA World 2008. Your report lists current product licenses, system access privileges, and all of the CA Value Network tools, programs and entitlements you can use to help maximize the

value of your CA software investments. While supplies last, this report will be delivered on a USB drive, making it easier to share.

The CA Customer Interaction Booth is located in Hall C, just outside the secure Exhibition Center area. Stop by at your convenience, and let us help you. [ca](#)

Our hours are:

**Monday, November 17th, 7:00 AM - 6:00 PM**

**Tuesday, November 18th, 7:00 AM - 8:00 PM**

**Wednesday, November 19th, 7:00 AM - 6:00 PM**

**Thursday, November 20th, 7:00 AM - 1:00 PM**

## Service Level Agreement Management using CA Wily Application Performance Management Solution

Today, your company's business-critical applications are delivered on the web, and business application owners are challenged to measure, report and manage end-user online experiences in a business context. IT needs to be able to talk about the end-user online experience in a way that makes sense to the business. One way to communicate business requirements and expectations is through Service Level Agreements (SLAs).

However, setting and managing SLAs, both formal and informal, is a daunting task in today's business and IT environments. SLAs not only define expectations around web-based business application service delivery, they also define the kind of experience you want customers to have when they use your online applications. SLAs are a key measure of how things are going in your business, from the perspective of your most important asset—your customers.

The CA Wily Application Performance Management solution can help you define, monitor, and report on SLAs in business terms. This solution enables organizations to monitor

and accurately measure end-user transaction performance against the SLAs that have been established, and to use accurate historical information to create and refine SLAs. Additionally, automated reporting supports quick and efficient communication regarding SLA compliance. The reports use a common language, easily understood by both IT and business application owners, enabling extremely effective conversations about online performance and how it affects the bottom line.

Without a true understanding of the end-user experience, it is extremely difficult to manage and report on service levels in meaningful terms for the business, and to effectively manage web applications to achieve business goals.

Learn more about the CA Wily Application Management Solution and SLA Management by attending session BA106PN: [Expert Panel—Successful Management of Service Level Agreements & Customer Experience](#), at 8:30 AM, Tuesday, November 18th, in Casanova 504-505. [ca](#)

## CA Support Online Featured at CA World 2008

In February 2008, CA deployed CA Support Online to improve your customer support experience. CA Support Online lets you:

- Manage your cases including the ability to set severity levels
- Subscribe to E-News and Hyper Subscriptions
- Personalize profile features
- Download products, documentation, Green Books, and fixes
- Search Knowledgebase Documents
- Access CA User Community forums

You can use CA Support Online to find answers to your questions when you conduct business with CA or need technical product answers. Support Online is protected by CA SiteMinder® and includes automated password resets to keep your online experience safe and convenient.

Some of the subsequent enhancements include:

- Eliminating timeouts and out of memory conditions
- Improving search results through increased knowledge index
- Making it easier to find products, releases, gen levels, and documentation
- Download improvements for products and solutions
- Adding tapeless electronic software delivery for mainframe z/OS

We will continue to improve Support Online through additional performance, availability, usability, and personalization improvements, easier downloads, and acquisition consolidation.

Get a personal demonstration of Support Online at the CA Value Network Booth, Exhibition Center 304-317. [ca](#)

## Information Is Your Business

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# What Does “Green” Mean to You?

By Sam Somashekar

Advisor, Product Management, CA

In our everyday world, the idea of “going green” means different things to different people: saving on costs by being efficient, reducing waste and consumption of resources, eating locally grown organic food, and so on. In the IT world, going green typically involves spending less for energy and optimizing the physical space for IT equipment. What initially drives the implementation of Green IT practices is often the desire to save on the bottom line, although there ultimately may also be investments in energy-efficient hardware or such technologies as virtualization.

All hardware, whether it is a new or previous investment, should be utilized at peak capacity or, when that is not possible, should be operated with awareness of when to shut it down to conserve energy costs. The use of virtualization, as a green strategy, should be effectively managed to provide optimal results, similarly to how physical machines must be managed, in terms of configurations, usage and compliance.

The mainframe is a great green platform in and of itself, but just using it to run applications doesn't ensure taking full advantage of its green features.

In Green IT, software comes into play as the bridge between hardware and business practices. It provides a way to directly support the integration and optimization of new and existing investments, as well as potentially

being able to track and measure the results of green efforts.

Since going green affects all aspects of IT and the business, it should be supported in conjunction with other business initiatives to prevent additional overhead and complexity. For example, when implementing new energy-efficient hardware into a server pool, software can provide intelligent scheduling to ensure work is done efficiently across all resources. Additionally, energy-monitoring software, which sometimes comes with new hardware, could potentially integrate with existing IT management software to enable event consolidation at the server level. [CA](#)

To learn more about developing and implementing a Green IT strategy, please attend the following sessions:

## Tuesday, November 18th

BDA28SN [Data Center Automation as a Driver of Green Computing](#)

9:45 AM – 10:45 AM in Galileo 903-904.


TN011SN [Going Green: Developing a Strategy for Green IT Success](#)

4:00 PM – 5:00 PM in Marco Polo 801.

## Wednesday, November 19th

BM122SN [Creating a Green IT Environment](#)

8:30 AM – 9:30 AM in Marco Polo 703.



## CA Greenability

### Acting on Our Ability to Make a Difference

CA Greenability is how CA makes a positive difference in the environment. We help you better manage IT, so you can minimize your environmental impact. We also are committed to developing and maintaining sustainable and environmentally responsible business operations and to fostering a green consciousness.

We believe all of us can take action together to help sustain our planet. Look for people wearing the CA Greenability badge during CA World to find out more.

[Visit ca.com/greenability](http://ca.com/greenability)

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## Taking the Guesswork Out of eDiscovery

By Pete Pepiton

Industry Solutions Director, Information Governance, CA

The success of the initial stages of most eDiscovery initiatives boils down to the ability of the people on business frontlines to preserve corporate data. However, frequently the people charged with this task have overloaded schedules and lack the legal training to interpret complex compliance directives—even though, years later, judgments or settlements worth millions of dollars may ride on their efforts.

Federated discovery software provides a better way to address eDiscovery initiatives. It removes the guesswork, by enabling organizations to find and preserve requested information across multiple repositories, such as a company's laptops, CRM system or email system. Since the process is almost completely automated, it also reduces reliance on frontline business people to secure potentially relevant data.

The best of federated discovery software will leverage an organization's existing hardware and software application investments, to discover data where it resides, and not demand that customers export data to a separate destination. In addition to possessing this quality, federated discovery software should also address these questions:

**What data do I have?**—The software should enable search of data repositories by information owner, keywords, and metadata, such as who received an e-mail or when it was sent.

**Can I ensure data is not purged?**—The software should enable the prevention of users accidentally or intentionally purging relevant information.

**Can I collect data?**—The software should be able to search a wide range of information repositories for essential data.

**Can I review data?**—Although there are comprehensive solutions for reviewing discovered data, federated discovery tools should at least provide basic review capabilities.

Federated discovery software that addresses the above questions will help streamline the eDiscovery process. Empowering stakeholders, including legal and IT personnel, to automate the eDiscovery process will further enhance its efficiency and effectiveness.

Learn more at GI600SN, [Information Governance Vision and Future](#), today, Monday, November 17th at 11:00 AM in Veronese 2406, and at GI601SN, [Manage, Control and Discover: The Value to Information Governance](#), also today, at 1:15 PM in Veronese 2406.

To discuss this topic with your peers, join the community at [whatallanknows.com](#)

## Software on Demand: Beyond the Buzz to Business Reality

Software-as-a-Service, (SaaS), also known as software "on demand," is a model in which software is developed, hosted and operated for use by customers over the Internet. Customers do not own the software itself, but rather pay for using it.

Software-as-a-Service is not just market buzz anymore. It is estimated that SaaS will become a US\$15B+ industry by 2012, with a 30% Compounded Annual Growth Rate (CAGR) for next five years. Though SaaS by itself will not be a large percentage of the overall software market, the impact of SaaS will be significant in a number of software areas. How do CA On Demand applications benefit customers considering using SaaS?

■ **Simple to get started, with the deepest and broadest functionality:** CA On Demand applications are pre-configured for rapid implementation, but also grow with the needs of a customer's business, providing both simple-to-use and world-class capabilities to address both

early stage and more mature, complex environments. They provide easy access to a broad range of integrated solutions from one of the industry's most comprehensive enterprise IT management and governance portfolios. Customers also receive continuous and immediate access to new capabilities.

■ **Financially compelling:** Customers can get value from using the application rather than operating it. There is no customer infrastructure needed (hardware, software, or people) and a pay-as-you-go subscription pricing with flexible usage ramp-up. Also, as operational expenses these are easier to justify and budget, compared to on-premise implementations that are normally capital expenses.

■ **Secure, scalable, and optimized:** CA On Demand applications offer secure, scalable, and optimized applications

supported by CA's world-class hosting facilities and application professionals.

■ **Accessible—from anywhere, at anytime:** As, by design, SaaS is web-based and delivered over the Internet, SaaS services are available on-demand, securely, from anywhere, at anytime.

■ **One-to-Many Delivery Model:** SaaS allows the software vendors to service multiple customer accounts and hundreds of end-users from a centralized, standardized software implementation. This has a number of advantages to the vendors that translate into equally significant advantages for their customers. The primary one being centralized version control, maintenance and configuration management, resulting in customers getting the maximum out of technology, feature/functionality/content improvements and integrations.

## CA's Business Continuity Solution Is Now Being Delivered as an On Demand Service!

**CA Instant Recovery On Demand** is a ground-breaking new service comprised of our award-winning CA XOsoft™ High Availability software combined with a state of the art, hot-site facility and experienced staff, and a web-based provisioning, management and reporting tool. **CA Instant Recovery On Demand** mitigates the risk of business downtime by offering application availability with data integrity. Failover after an unplanned system failure or outage is transparent to end-users who continue working—even if they have to work from a temporary remote location after a complete site loss.

From the SMB to the enterprise, **CA Instant Recovery On Demand** allows you the flexibility to protect all of your customers' data. To learn more about this innovative new managed service solution from CA, be sure to check out these sessions:

Channel Partner Symposium  
CS080SN

**Together, CA and Geminare Deliver Enterprise-Class Business Continuity Through SaaS-Enabled Platform**

Tuesday, 1:15 PM - 2:15 PM in Galileo 1006

Recovery Management  
BIR26SN

**CA and Geminare Deliver Enterprise-Class Continuous Availability Through a Hosted SaaS Platform**

Tuesday, 11:00 AM - 12:00 PM in Marco Polo 805

## Going Green

### Green tip.

Paper or plastic? How about neither. Each year the United States uses 30 billion plastic and 10 billion paper grocery bags, requiring approximately 14 million trees and 12 million barrels of oil. Cities across the country have begun efforts to ban plastic bags in stores, but everyone can do their part for the environment by keeping a reusable bag handy for shopping trips. Start your search for a bag at [reusablebags.com](#).

**Hear more from CA customers, industry experts, and the CA On Demand team at these CA World sessions, at the CA On Demand website, or at the following CA World booths:**

CA Clarity PPM On Demand  
Booth 587

CA GRC Manager On Demand  
Booth 387

CA Instant Recovery On Demand  
Booth 244

## Securely Enabling the Web for Business Growth

The web's transformative effect on the world has been nothing short of profound. It is easy to lose this perspective for those of us who live every day in the middle of building for the web. In just 10-15 years nearly all aspects of our lives have been touched by the web. And nearly 1/3 of the world's population can be counted as regular users of the Internet. With the explosion of relatively cheap mobile phone-based web devices and attempts to spread low cost computing to the poor (such as the One Laptop per Child program), nearly everyone in the world will be regular users of the Internet within the next 10 years.

The Internet has already eclipsed the penetration of many other popular consumer products such as cars and TVs, but in many ways is just getting going. Most of the growth of the Internet has occurred in only the last 5

to 10 years. It is not all milk and honey. There is always a dark side to every technology-enabled societal change. For any innovation the challenge is to accentuate the positives and mitigate the negatives.

From the perspective of business-to-business interactions, the web-business transformation has been equally significant. We are now in the day where every transaction, every piece of data, every interaction, and every application is presumed to be available on the web. We have now entered a world where user's need and expect to move seamlessly between multiple partner-based applications. Developers expect to get at applications and data in real-time leveraging XML-based web services. Many organizations are becoming deeply committed to transforming their whole approach to application development through the use services, via

service oriented architectures (SOA). Organizations are sourcing even business critical application services from third-parties over the Internet with the movement to SaaS-based applications. Don't even think of putting the security burden on users, as they won't stand for it.

What does this mean for enterprise web security systems? It is critical that your organization's web security system be ready to secure this continued web evolution and enable it. CA, as an active player in the broad web security market continues to provide web security products which can help you keep ahead of the web curve.

CA is publicly launching CA's Secure Web Business Enablement (SWBE) Solution. The CA SWBE Solution provides organizations with a comprehensive, integrated, modular set of products which provide broad capabilities for web security, including web access manage-

ment, identity federation, SOA/web services security, and automated web user administration. SWBE is comprised of four best-of-breed web security products: CA SiteMinder WAM, CA Federation Manager (new with this launch), CA SOA Security Manager (new release with this launch), and CA Identity Manager, that you can deploy individually or together to help make your web security systems a web business enabler for your organization.

To find out more about CA's Secure Web Business Enablement Solutions at CA World, come check them out in the EC and come to the many web security sessions in the security track, in particular the one being delivered by SWBE product manager Herb Mehlhorn (SA101SN) [CA SiteMinder and Secure Web Business Enablement Solution Update and Roadmap Discussion](#). [ca](#)

## Thanksgiving Comes Early for Companies with Server Resource Protection

Many companies are challenged with having to secure distributed servers throughout the enterprise and manage privileged access to these machines. Such companies are thankful to have tools like CA Access Control and CA Audit, which help reduce the risk of data loss and meet compliance regulations.

WellPoint, one of the largest health benefit companies in the United States, has utilized CA Access Control to help them meet SOX and HIPAA compliance regulations. Lever-

aging the CA technology, they reduced the use of shared accounts and limited access to critical files on their UNIX servers, thereby eliminating issues related to SOX and HIPAA compliance and facilitating internal audits.

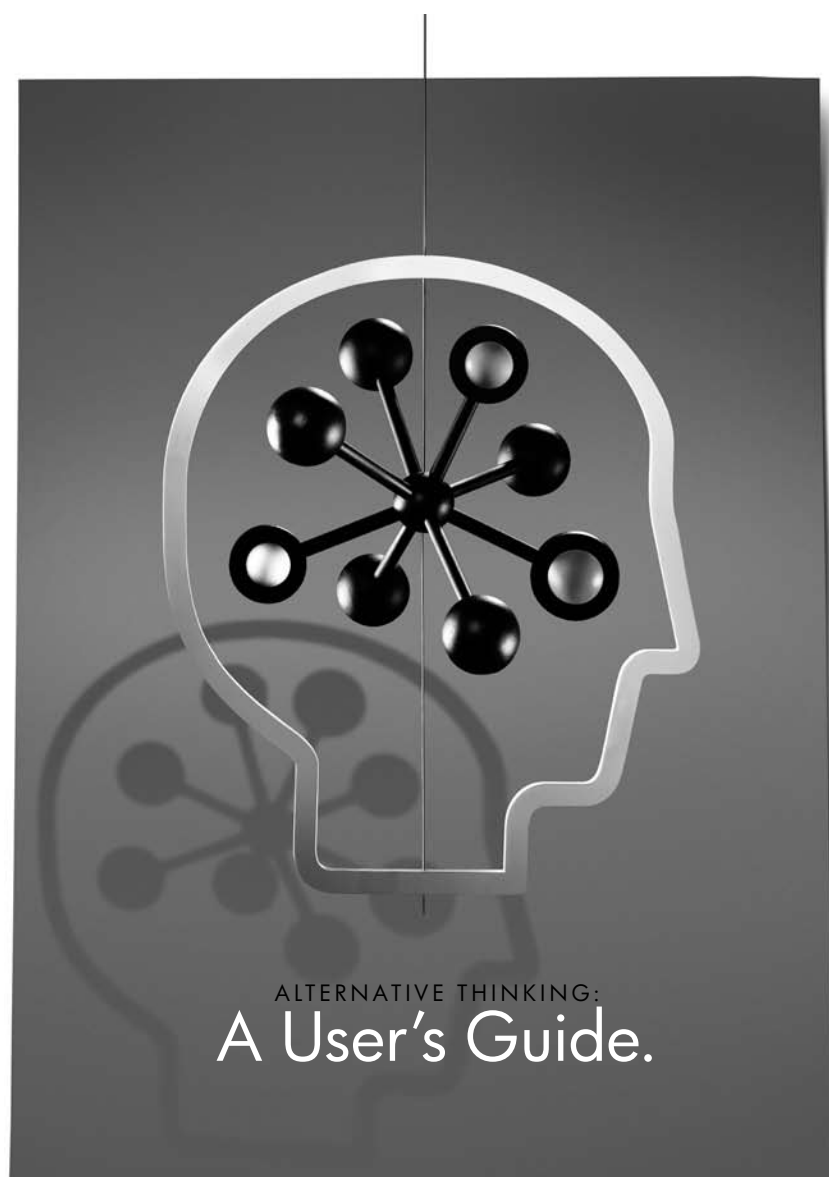
Telecom Italia deployed CA Access Control to help them meet new regulations in the communications industry. Previously, they used segregation of duties to restrict access to sensitive data on a need-to-know basis. With CA Access Control, the tracking of high-risk activities at an

individual user level now provides the desired accountability throughout the organization.

SDS Business Services operates a large data center and outsources IT services. They needed to put security policies in place to help make their operations compliant with the ISO27001 standard. With the help of CA Access Control and CA Audit, they deployed a set of administrative user controls and password management policies that helped them meet ISO27001 requirements.

Overall, these companies greatly reduced their risk by limiting the use of shared accounts, protecting powerful passwords (even from users with access rights), and enforcing proper password policies across all platforms in their environment. This all has made security executives very thankful—and able to relax and enjoy the upcoming Thanksgiving holiday knowing their information is protected. [ca](#)

Early Thanksgiving [continued on page 15](#)



### Alternative Thinking About Business And Technology

Alternative thinking is recognizing that information technology is now business technology, and there's no going back.

It's realizing that the proper role of technology in this era is not just to be safe and steady and reliable, but to spur the business to compete more aggressively, more imaginatively and more daringly.

It's deploying the collective brainpower of HP Labs and our annual \$3.6 billion invested in R&D—particularly in the "R" of R&D.

It's HP together with you demanding simplicity, killing complexity, meeting metrics, enforcing efficiency, igniting innovation and speeding the idea, the product, to market before competitors even know what's coming.

Technology for better business outcomes.

[hp.com/alt](http://hp.com/alt)

Meet the HP Storage team at PEDESTAL 246A





# Experienced Microsoft Office Professional 2007?

**Here is your chance to leave CA World 2008  
with a FREE copy from Microsoft!**

Microsoft is giving away Office 2007 Professional to Microsoft Theater session attendees.

Simply attend a session in the Microsoft Theater (booth #470) during expo hall hours to receive your free copy.

See session schedule in your attendee bag or posted at the Microsoft Theater (booth #470).

Complete rules and details posted in Microsoft Booth #470. Employees of Microsoft, CA, and any person working directly on the Microsoft CA World 2008 Conference sponsorship, their support personnel and the respective affiliates, subsidiaries, advertising and promotion agencies and the immediate families of each (parent, sibling, spouse, child, or household member) are not eligible. In order to comply with applicable ethics laws, government employees and officials are ineligible for the giveaways. Quantities limited to 2000 not for resale Office Professional 2007 full version CDs with product code. Limit 1 DVD per person regardless of how many sessions attended. Offer limited while supplies last.

**Microsoft®**



**NEXIO TECHNOLOGIES  
INTRODUCES NXBRIDGE AT  
CA WORLD 2008**

**Montréal, November 4, 2008**—With the introduction of NXBridge, Nexio clearly demonstrates its vision and expertise in the area of improved governance and control, which leads to increased efficiency and agility of IT functions. Nexio's goal is to leverage enterprise IT applications and business-to-business integrations.

Accessible via any server, PC or PDA, NXBridge is a mainframe solution integration adapter that leverages infrastructure investment through process automation. NXBridge is currently being implemented at a major home improvement retailer and will significantly reduce its manual processes and allow its change-management team to be more productive.

"NXBridge improves the quality of our change management infrastructure implementations by integrating problem and change management processes" says François Dansereau, Chief Information Officer at Nexio. "Our goal is to facilitate the cross-organizational alignment and process automation in order to address CMDB implementation challenges."

**About Nexio Technologies**

Established in 1994, Nexio Technologies is a worldwide CA implementation and integration preferred partner that has developed NXBridge, a new software solution that provides easy access to essential mainframe functions. Nexio will be showcasing NXBridge at CA World 2008. To learn more about NXBridge, visit booth 534, or consult the Nexio website: [nexio.com](http://nexio.com).

Tech Talk

Make it more than just lunch. Add some conversation about some of the latest issues in security, IT management, virtualization and more. Here is the place to network, meet with your peers and expert journalists to talk about what's happening in technology today.



**Monday**  
November 17, 12:00 PM -2:00 PM  
**IT Agility: Balancing Performance, Security and Cost in a Tight Economy**  
Join Andy Briney, TechTarget Vice President and Group Publisher and a panel of CA Executives for this timely discussion. Attendees will also be eligible to win a prize. Must be present to win!



**Tuesday**  
November 18, 12:00 PM -2:00 PM  
**Critical Issues Facing IT Professionals Today**  
Join Bob Evans, United Business Media Senior Vice President and Content Director and Brian Gillooly, Editor-in-Chief, Events for the InformationWeek Business Technology Network and Elliott Kass, Managing Director Content Services for a discussion on the critical issues facing IT professionals today. Attendees will also be eligible to win prizes, which will be awarded on the spot. Must be present to win!



**Wednesday**  
November 19, 12:00 PM -2:00 PM  
**Trends in Virtualization**  
Join Julia King, Executive Editor, Events/National Correspondent Computerworld to discuss Trends in Virtualization.

did you know?

- CA World 2008 offers over 800 sessions including 55 Pre-Conference Education sessions
- The Venetian Resort Hotel Casino is the largest AAA Five-Diamond rated resort in the Americas and stands on the site of the old Sands Hotel
- A suite from the Venetian Resort Hotel Casino is featured as a location in the 2005 movie 'Miss Congeniality 2: Armed and Fabulous'
- CA has offices in more than 45 countries
- Keynote Speaker Jack Welch was named 'Manager of the Century' by Fortune magazine in 2000
- CA Event Night will feature over a dozen circus performers for your entertainment

CA Value Network Mini—Theater Schedule

Interactive sessions with CA experts. Sit, watch, listen and have your CA World 2008 Attendee badge scanned to: Register a \$5 donation from CA to the CA Value Network Charity Drive and Enter to win the daily CA Passport to Value Sweepstakes drawing

MONDAY, NOVEMBER 17

12:00 PM	CA Education	CA Stock Exchange—ITIL® Experience
12:30 PM	CA Support	CA Support Options
1:00 PM	CA Support	Documentation Modification Amendment
1:30 PM	CA Services	Integrating with CA Clarity™ the Easy Way
2:00 PM	CA Services	Leveraging Service Management to Automate and Simplify Identity Administration
2:30 PM	CA Education	The Power of the CA Productivity Accelerator
3:00 PM	CA Services	Proactive Monitoring Through APM Maturity
3:30 PM	CA Services	What is Workload Automation Maturity?

Discovery Theater  
Schedule November 17 - 18

**Monday, November 17**

- 12:10 PM Investigative Report: ITIL—A Journey of Discovery
- 12:30 PM Process Management: Integrating ITIL into the Fabric of Your IT Operations—AJ Dennis, CA
- 1:15 PM Investigative Report: ITIL - A Journey of Discovery

**Tuesday, November 18**

- 12:10 PM Investigative Report: ITIL—A Journey of Discovery
- 12:30 PM Getting Ahead of Web Security Before it Gets Ahead of You—Matthew Gardiner, CA
- 1:15 PM Investigative Report: ITIL—A Journey of Discovery

**Wednesday, November 19**

- 12:10 PM Investigative Report: ITIL—A Journey of Discovery
- 12:30 PM How IT Governance is Enabled by ITIL—Steve Romero, CA
- 1:15 PM Investigative Report: ITIL—A Journey of Discovery

Global User Community Meetings at CA World 2008

MONDAY, NOVEMBER 17

2:15 PM - 2:45 PM	CA IDMS™ (IUA/EIUA)	Bellini 2006
5:15 PM - 6:15 PM	Application Performance Management	Casanova 504-505
5:15 PM - 6:15 PM	CA Aion®	Bellini 2002
5:15 PM - 6:15 PM	Change Management Distributed (Harvest)	Casanova 506
5:15 PM - 6:15 PM	Identity & Access Management (Distributed)	Bellini 2105
5:15 PM - 6:15 PM	Identity & Access Management (Mainframe)	Bellini 2106
5:15 PM - 6:15 PM	Information Governance (CA Message Manager & CA Records Manager)	Veronese 2404
5:15 PM - 6:15 PM	Modeling	Marco Polo 807
5:15 PM - 6:15 PM	Network & Systems Management (NSM)	Casanova 603-604
5:15 PM - 6:15 PM	Repository (ARUG)	Marco Polo 704
5:15 PM - 6:15 PM	Workload Automation	Lido 3005

TUESDAY, NOVEMBER 18

11:30 AM - 1:30 PM	Mix n Munch Networking Lunch	San Polo 3405-6 & 3505-6
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# Announcements

## Preference Center— Make IT Personal

CA introduces its new online Preference Center, designed to provide ongoing value to CA customers. The Preference Center gives you control over the types of information you want and how you want to receive it. A simple, one-time registration opens the door to a broad range of offerings covering industry topics such as Governance or ITIL and CA products and solutions. You can also subscribe to the CA Advisor Newsletters—a series of topical, informative technology publications designed to help today's IT professionals make more informed and confident decisions.

The CA Preference Center makes it easy for you to access the useful tips, technology news and insightful information contained in our newsletters; white papers; product briefs; on-demand webcasts and other valuable information.

With busy schedules and ever-increasing work demands, you will appreciate the simplicity and usefulness of the Preference Center. By customizing selections to your specific needs and interests, you can limit communications to what you want to receive for maximum value and use of your time.

You can register at [ca.com/preferences](http://ca.com/preferences) or visit Booth 211 in the Exhibition Center.

## CA Launches Secure Web Business Enablement Solution

While the web as a critical application delivery platform has been with us for more than 10 years, the innovation around it has continued unabated. New concepts such as SaaS, SOA/web services, federation, Web 2.0, and others continue to expand both what is possible on the web as well as the security management challenges that are posed by it. With the launch of CA's Secure Web Business Enablement solution at this CA World, CA has delivered a comprehensive solution which provides an integrated, yet modular security platform providing web access management, web services security, identity federation, and automated user administration.

## Improve Adoption Rates of CA Products

Have you customized your CA product? Would your users benefit from product documentation that matches your interface? Attend this informative 15-minute CA Value Network Mini Theatre presentation, Exhibit Center Booth 304-317, at 1:00 PM today (and Session TN014SR on Wednesday at 4:00 PM) to learn how you can rebrand, restrict and reuse CA product documentation.

## ITIL® Focus Group Discussion

What do you want from vendors that provide you with ITIL focused solutions? Are current software tools sufficient? Do you have ideas for change? What are the gaps in the current market that you would like to see addressed by a forward thinking technology company?

We will talk about the new version of ITIL and some of the conundrums you face and our ideas about how to better support you. More than that though, this is your forum to provide direction. We think CA is the only company truly willing to listen to you and your ideas. Come along to this session, share your issues, your frustrations and your ideas and we will listen.

**Monday, November 17**  
**BT118SN ITIL Focus Group Discussion**  
Casanova 605  
5:15 PM – 6:15 PM

*ITIL is a registered trademark and a registered community trademark of the UK Office of Government Commerce (OGC) and is registered in the U.S. Patent and Trademark Office.*

## Kellogg's Deploys CA Clarity™ PPM on Demand for Rapid Time- to-Value with SaaS

Want to discover how a global food manufacturer deployed CA Clarity in just 10 days? Get this session on your agenda. Kellogg's, the world's leading producer of cereal and a leading producer of convenience foods with annual sales of nearly \$12 billion, uses CA Clarity PPM software as a service (SaaS) solution to project manage the development and implementation of a global strategic platform. Hear why Kellogg chose CA Clarity PPM on Demand and gain valuable insights from an industry veteran in Session GP201SN on Tuesday, November 18 at 11 AM in Veronese 2505-2506.

## Maximize Your Value— Discover Enhanced Support Offerings

Learn how specialized CA Support Offerings can enhance your business at an informative 15-minute CA Value Network Mini Theatre presentation, Exhibit Center Booth 304-317, at 12:30 p.m. Learn how to get the most from customized support options designed to meet specific business needs, such as a Dedicated Support Engineer or Extended Support. Afterwards, have your CA World badge scanned to be entered in the daily CA Passport to Value Sweepstakes and add \$5 to our \$10,000 CA Value Network Charity Drive goal.

## User Group Receptions

You are invited to attend the following User Group receptions and Product Line Community meetings this evening. Relax and enjoy catching up with your friends who share your interest in these Mainframe and Multi-Platform Application Development products:

**Monday, November 17, 2008**  
MA310SN  
**CA Aion® PLC**  
Bellini 2003 at 5:15 PM – 6:15 PM

**CA Repository PLC**  
Marco Polo 704 at 5:15 PM – 6:15 PM

**CA Gen (EDGE) Reception**  
Murano 3202 from 5:00 PM – 7:00 PM

## Don't Miss Mike Culver of Amazon Web Services

[Intellectual Expansion on Cloud Management: What It Means to CA and Our Customers](#)  
A discussion on how customers view the notion of Cloud Management, what it means to the future of management software (such as Software as a Service or SaaS).

**Monday, November 17**  
**BID14SN** – Casanova 601-602  
2:45 PM – 3:45 PM

## CA Channel Partners - Must See on Monday

Bill Lipsin, SVP Global Channel Sales, will kick-off this year's Channel Partner Symposium at 11:00 AM in the Venetian Ballroom A-B. Network with key industry leaders, CA executives and peers from around the world at LAX Nightclub, the hottest night club on the Las Vegas strip, from 7:00 PM – 11:00 PM.

## CA ERwin® Data Modeler 7.3 Sneak Preview

Come see a sneak preview of the soon-to-be released CA ERwin® Data Modeler r7.3. Visit Booth 241-2 to see product highlights such as:

- Crystal Reports integration for both out-of-the box & customizable reports.
- Customizable DDL generation templates for flexible forward-engineering.
- Integrated SQL Editor.
- Expanded Teradata support.
- MS Visual Studio Team Suite 2008 integration.

## Know More—Do More

Subscribe to the CA Advisor Newsletters:

- Governance.
- IT Management.
- Security Management.
- Mainframe.

Receive the latest insights from CA thought leaders and complimentary access to Gartner research. Visit us at Booth 211 to hear more. Or subscribe online at [ca.com/newsletters](http://ca.com/newsletters).

## CA World Activity Kiosks

[Access the Agenda Builder, Share Your Feedback with Us and More](#)  
Please be sure to visit the CAW Activity Kiosks. The Kiosks will allow you to access the Agenda Builder, locate other attendees and share your thoughts and feedback with us—simply click on the Survey tab on the Kiosk's main screen. The Kiosks are located:

- Outside the Venetian Ballroom G.
- At CA World registration outside Hall C.
- In the Core.
- In the corridor outside of the Casanova rooms on the lower level.

There are friendly CA staff there in case you have any questions or run into any problems.

## CA World IT Management Symposium

[Discover and Communicate the Value of IT. Prepare for IT's Future.](#)  
VPs, Directors and Managers responsible for daily IT operations know the challenge of staying current and communicative about IT. They also contend with the growing complexity of technology—given cloud computing, virtualization, SOA-enabled applications, mobility, and cyber security challenges. Our IT Symposium will focus on this situation and give special attention to what they should be thinking about and how to prepare their organizations for the future. Here is the symposium curriculum:

**Tuesday, November 18**  
Palazzo Ballroom  
[Discovering and Communicating the Value of IT](#)

- CA Strategy in Action: Leveraging the Power of IT to Deliver Business Results
- Get With the Program: How an Effective Governance Program Can Make All the Difference
- Managing Up: Dealing with Daily Issues of IT and Managing the Demands of the Business
- Leveraging Metrics to Optimize Your Business
- Marketing and Communicating the Value of IT: How an IT Annual Report Can Help
- Maximizing the Long Term Relationship With Your Software Partner

**Wednesday, November 18**  
Palazzo Ballroom  
[The Future of IT; Are Your Ready?](#)

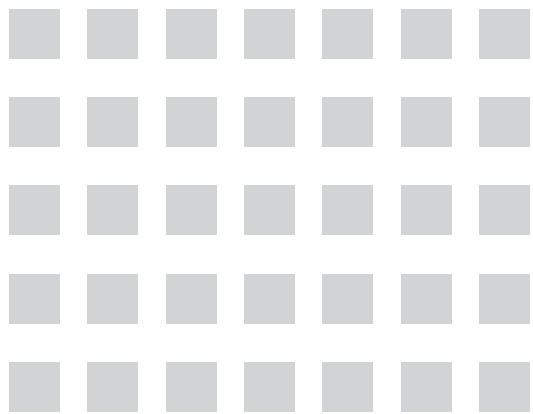
- Looking to the Future: Best Practices, Trends and Futures for Enterprise System Management
- Green IT Trends and Effects: A Panel Discussion
- Three Major Strategic Forces That Will Change IT Forever

[Early Thanksgiving continued from page 12](#)  
To hear more about companies that have implemented server resource protection solutions, please attend the following sessions:

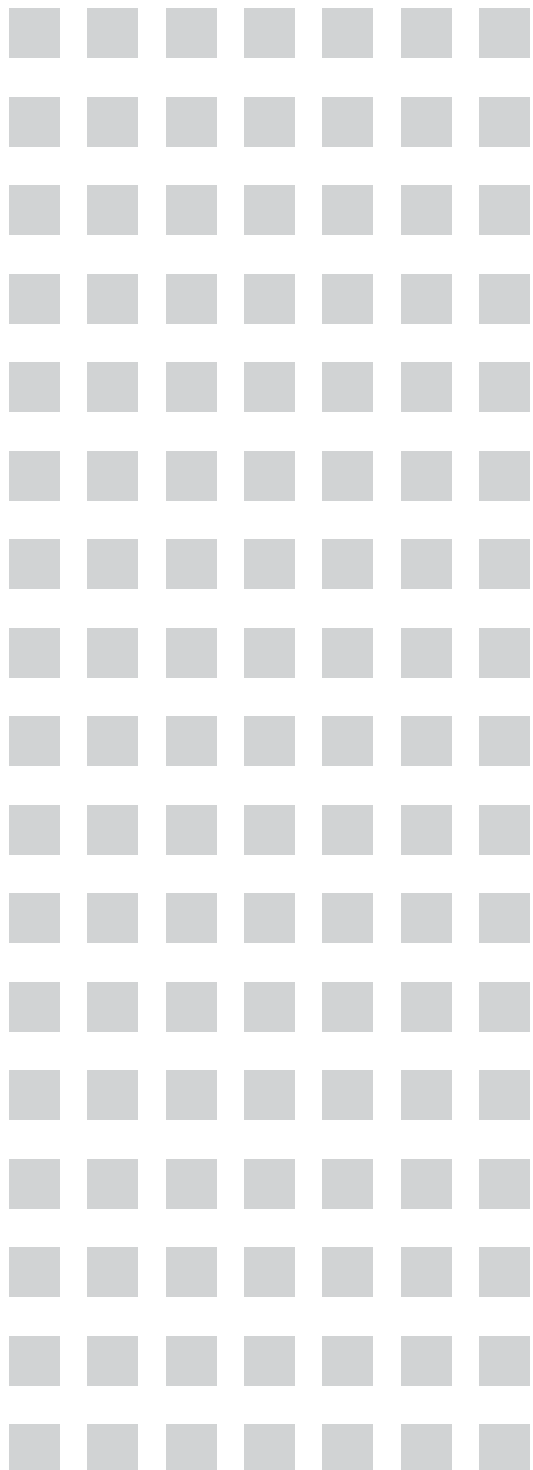
SA302SN  
[Using Host Access Control to Secure Critical Physical and Virtual Servers at WellPoint](#)  
Tuesday at 2:45 PM in Bellini 2105

SA301SN  
[Server Resource Protection as Part of the Strategy for Critical Data Protection at Telecom Italia](#)  
Wednesday at 11:00 AM in Bellini 2106

SA303SN  
[Meeting Compliance Requirements with CA Access Control and CA Audit](#)  
Wednesday at 4:00 PM in Bellini 2105



CA was there



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Simplifying IT management starts on the inside. CA software solutions help IT outsourcing company CIBER (ciber.com) streamline core processes and reduce service desk costs to deliver maximum IT value with minimum hassle. Get the full story and see how CA can be there for you at [ca.com/success](http://ca.com/success).

**ca**<sup>®</sup> Transforming  
IT Management<sup>®</sup>