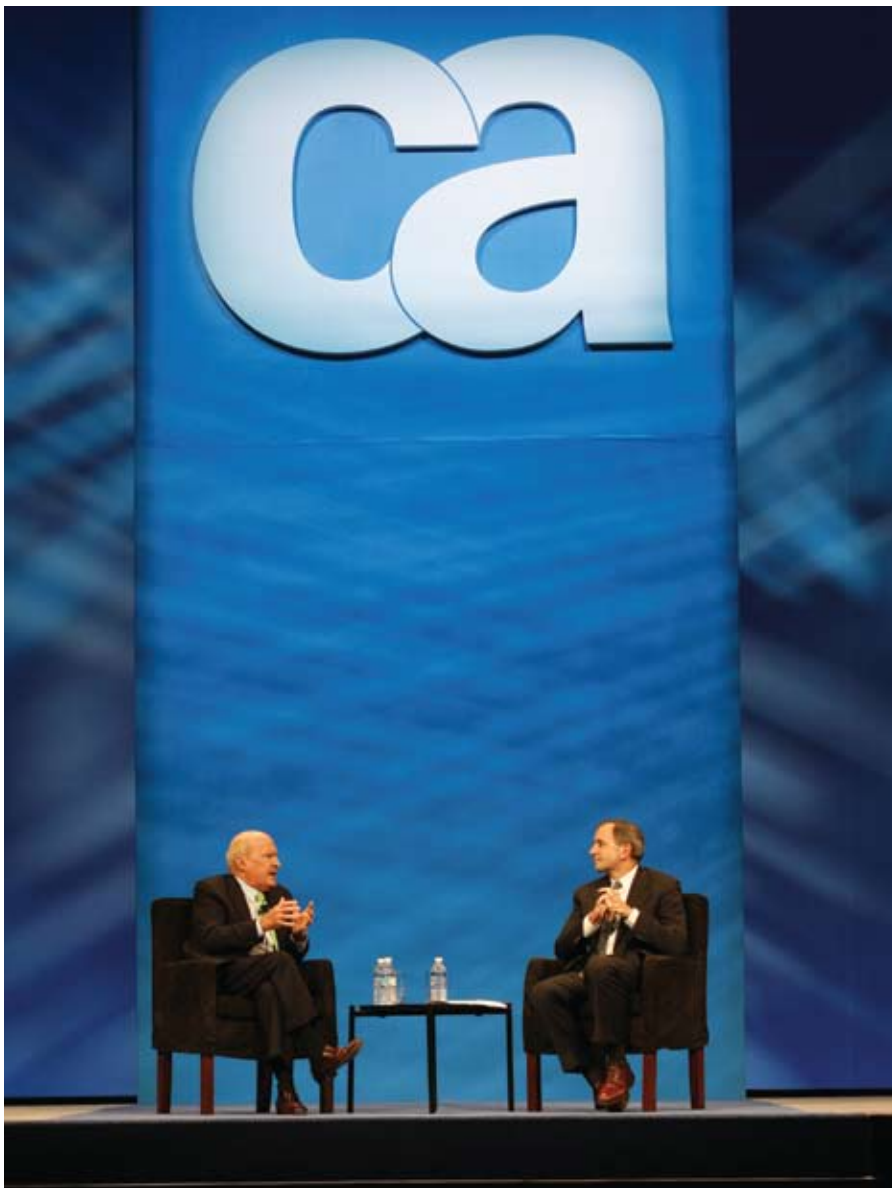


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A Conversation with Jack Welch



Yesterday, Jack Welch, the international best-selling author, widely syndicated business columnist and former CEO of the General Electric Company, was interviewed on the main stage of CA World by Scott Thurm of the *Wall Street Journal*.

One of America's most influential commentators on the economy and political environment, Welch spoke on the current economic situation, and the need for stimulus programs or policies to be considered in light of if they will create more jobs. Some of the other topics he addressed, at the prompting of Thurm, included: his candid and considered opinions on multi-business groups (he hates the word "conglomerates"), the current and incoming presidential administrations, deregulation, the G12 conference, his toughest decisions at GE, the need for regular assessment and feedback for employees, and if he still has a "buy 'em or bury 'em" philosophy about competitors.

When asked what he thought the next opportunities in technology would be, Welch said, "Energy is the next frontier of innovation. It's the Silicon Valley of the next 10 years."

Earlier in the day, Welch also participated in a Q&A with CA CEO John Swainson, at the Business Management Symposium. To learn more about Welch's ideas and work, visit welchway.com. [ca](#)

Recap

AI Nugent's Technology Keynote Highlights CA's Role in the Changing World of IT

AI Nugent, CA's EVP and CTO, warmly welcomed an early-morning audience to the CA Technology Keynote yesterday. He began by reinforcing the points John Swainson, CA's CEO, made in his keynote on Sunday—including CA's technology vision, how it is grounded in today's fast-changing reality, and how technology must be well-integrated with business for companies to thrive.

Nugent then went on to discuss how CA helps customers work with the increasingly complex IT environment and drives new ways to govern, manage and secure that environment—including the integration of such technologies as virtualization, SaaS and cloud computing. He also pointed out that technology will only grow more complex, and that CA has charged itself with creating an environment that supports this change. Later, Nugent added that a unified service model needs to be created. CA is developing such a model internally, which will be evergreen—that is, constantly evolving.

Nugent ended his keynote by welcoming the audience to check out CA products in action on the show floor, as well as to talk with the CA management team—to share what their companies are up to and to ask questions.



CA Business Management Symposium Addresses Game-Changing Strategies for IT

More than 300 C-level executives and senior IT leaders gathered yesterday for a thought-provoking Business Management Symposium. Informative, lively and interactive, the symposium focused on game-changing strategies for IT in the year ahead. The symposium's objectives were to discover new ways to apply technology and creative ways to access employees' abilities, as well as how to change the rules of the game to be successful in any environment.

Sir Ken Robinson, author and expert on creativity and innovation, kicked off the program. He explained how businesses

must take control of their destiny, by promoting a 24/7 culture of innovation, with both near-term execution and long-term planning. Sarah Friar, a VP with Goldman Sachs, and Dr. Ajei Gopal, CA EVP-EITM Group, followed with a discussion of how IT leaders must enhance day-to-day service operations to support their companies' global business initiatives. Information attendees learned from the speakers peppered their intense rapid-fire questioning of an eight-executive panel, which was moderated by Brian Gillooly, Editor-in-Chief of Events for InformationWeek and Smart Enterprise Exchange.

The lively panel addressed topics such as: how to continue to innovate with technology in the current economy; what role IT should have within a company; the most important technologies and concepts businesses will be looking at over the next 12 months; and if every company should aspire to becoming a game changer. The symposium ended with a Q&A session hosted by John Swainson, CEO of CA, and featuring Jack Welch, former CEO of General Electric. Welch answered Swainson and the audience's questions on topics ranging from the economy, to his advice for CEOs and CIOs. [ca](#)

Preview

Come See Russ Artzt

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

Tuesday, November 18, 2008
8:30 AM, in Palazzo Ballroom

CA World Event Night

Join CA for an evening of pure fun, tonight from 7:00 PM - 10:00 PM, in Hall A.

CA World Today Sponsored by
DMReview

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 Kamal Bherwani, Chief Information Officer for New York City Health & Human Services (NYC HHS).

Question: Too often it seems that IT is seen as a cost center and not an enabler of business objectives. How can CIOs change this perception?

Kamal Bherwani: In many organizations, the IT organization has a credibility problem. The perception is that projects take longer and cost more than planned and it's unclear what value is delivered.

The first step to building credibility is to prove that you know what it costs to manage ongoing operations. Project and portfolio management can help you make better timeline and cost projections.

If you have bad news to communicate — that costs are going to be higher or timelines longer than expected — don't wait to tell the business executives. Communicate early and often. The sooner you close the gap between what people expect and what they are going to get, the better.

Financial transparency is also important for establishing credibility. Everyone should be on the same page about where IT spend is going. Finally, don't forget to take credit for past successes. Often the true value of a new service offering isn't fully realized until years after it is launched.

Question: What are your strategies for reducing costs without compromising service?

Kamal Bherwani: I look at IT across three different parameters: Governing services, managing services and securing services. Increasing automation can help you realize operational efficiencies across all three of these parameters.

For instance, in the realm of IT Governance, you can realize cost savings by automating the way work moves between various project teams.

For management, I focus on virtualization and automating data center tasks like provisioning servers and storage. Service desk is another critical area for cost savings, especially if you can help users help themselves with knowledge tools, a self-service interface and automatic password reset.

For security, I focus on centralizing logging and event correlation. If you have good centralized data, you can manage threats with a relatively small staff.

About NYC HHS

NYC HHS is a domain that comprises nine New York City organizations, which focus on social services, criminal justice and health. In 2008, Mayor Michael Bloomberg announced a groundbreaking new system, HHSCoconnect, that will link more than a dozen city agencies so that caseworkers can share client information without compromising confidentiality.

For more of our interview with Kamal Bherwani, 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 Dr. Ajei Gopal, EVP Enterprise IT Management Group

What are your current top (market) initiatives?

Overall, CA is committed to helping our customers align their IT investments with the needs of the business, maximize effectiveness of their IT organizations and mitigate risk and ensure compliance. As a result, EITM (Enterprise IT Management) is a top initiative. Within that, we will be focusing on informed automation through the enterprise, as well as continuing our focus on virtualization and the management of virtualization.

In addition, CA has the unique position of being an independent software vendor who is not tied to a particular operating environment. We are currently looking for connections across the enterprise — how to link the mainframe and distributed environments under the umbrella of EITM — to continue to deliver value to our customers.

What is your view on virtualization? Why is it so hot right now?

Virtualization is a “technology changer”—changing the way customers are thinking about their IT management skills and capabilities. It allows you to separate the physical resource from the service that is being delivered. Now, you can not only virtualize the hardware, but the network, storage, etc, too.

As a result, you can dynamically manage IT with the right automation tools to allow your business to become more agile.

What career accomplishment are you most proud of?

I get energized and enthusiastic about figuring out how technology can be used to make our customers' lives better. Over the years, I have had the privilege to be a part of evolving new technology and new ideas into new products that fundamentally made a difference for my customers. It is innovation applied in a specific way that brings value. When I look back, I am really proud of those situations.

Recently, the launch of CA Data Center Automation (DCA) Manager is an example of this type of innovation from CA. This is a new technology developed by an integrated team to provide value to our customers.

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

If I wasn't involved in software, I would be writing the kind of fiction that doesn't sell a whole lot. Serious fiction. I love to read history, biographies, travelographies and intelligent fiction. So, I would write something in between. I do have my great novel

in my head; but I am not going to disclose it to you!

You referenced enjoying Robert A. Caro's biography about Robert Moses; in particular because of the insight on New York. As a New Yorker—Mets or Yankees?

Yankees all the way!

What magazines/blogs/periodicals do you read?

In terms of newspapers, I read *The New York Times* and *Wall Street Journal*. I also read *The Economist* — even though it is a weekly, I think it gives you a good perspective of what is going on. This is complemented by my personalized Google homepage that pulls in headlines from multiple newspapers and blogs. This serves as my scan of what is going on. Finally, I listen to NPR on my drive into work.

What is your favorite movie or song?

That's tough. I have over 45 GB of music on my iPod. I like a lot of different genres—classic rock, jazz and blues. Sometimes I also listen to classical. In fact, last weekend I listened to seven different versions of Mac the Knife to find my favorite. [ca](#)

CA is Eating its Own Security Management “Dog Food”

In many ways, CA and our own IT organization (GIS) is like many of our customers. We are large, global, and made up of 13k+ highly mobile employees. We have more than 150 offices in every part of the world, 27K+ PCs, 1300+ production servers, 680+ applications, run much of our business on SAP, heavily use SaaS applications and other IT outsourcing approaches, and have 4 IBM mainframes to boot. In addition, we regularly acquire companies to round out our IT management portfolio of products and are subject to many of the same IT impacting regulations (such as SOX) that our customers are. Suffice it to say that we know so much about enterprise IT management in part because we need it very much ourselves.

To focus particularly on identity and access management, CA has been using our own IAM solutions since the beginning—on mainframes. But things have evolved since then. At CA our own IAM solutions serve as the basic security management building block for how we automate and control access to

applications and platforms of all types. In 2005, just after the acquisition of Netegrity by CA, CA's GIS organization started to aggressively invest in our own internal Web security systems, processes, and people. We based this investment then as now on the WAM market “gold standard” product that came with this acquisition, CA SiteMinder® WAM.

We started by using SiteMinder to bridge our own internal Web application security silos and to provide a centralized authentication and single sign-on system for our users. SiteMinder has since become the key strategic security “glue” that we have used additionally to ease the integration of newly acquired companies as well as to secure and smooth the deployment of SAP at CA.

More recently the GIS organization has aggressively moved to use identity federation as a way of bridging the security systems of outsourced employee applications, such as Salesforce.com. To date, CA has more than 20 standards-based federated partnerships running, with many more on the way. At CA,

federation has truly proven itself as a way of both strengthening security AND simplifying the user's experience, a rare combination in the world of IT security. Frankly, for this reason it is hard to imagine a SaaS-heavy enterprise IT world without identity federation providing the cross enterprise security glue.

If you are intrigued by what you have read here (We've only scraped the surface), come hear more from our chief IT security strategist, our own CISO, Bill Taub. In session SG110SN - [WAM and Federation with CA SiteMinder Improves the User Experience in so Many Ways: CA GIS Story](#) - on Tuesday at 1:15 PM in Bellini 2102-2103. Bill will delve deeper into our own Web security management experiences and practices and provide insights into a how a true enterprise-level approach to security management can pay dividends of both better security and efficiency. Frankly we don't eat our own security “dog food” because we have to, we do it because it is actually quite tasty. [ca](#)

Configuration Management and the CMDB “Best Practices”

By Randal Locke

Director, Technical Sales, CA

When implementing the Configuration Management Process there are several steps to ensure a successful implementation of a Configuration Management Database. Follow these simple best practices to help guide you on the road of success.

Plan with the end result in mind.

Understand the problem that you are trying to solve before you start. Also, understand the metrics that are needed in managing continual process improvement. Determine what you can manage and thus control. Validate the Scope of Configuration Management to determine the breadth and depth of the implementation. Finally, determine what types of CIs (Families and Classes) should be managed within the CMDB, as well as all attributes and relationships within it.

Start Smart and build from there.

Begin with a SINGLE business service and map out the first 30-60 CIs in the environment which support this service (Servers, Routers, Applications, Databases, etc.) Determine all TRUSTED SOURCES of information called MDRs—Management Data Repositories, and map out ONLY those critical attributes necessary for the process, the rest can be viewed in their actual location. Start adding the relationships between the CIs. Determine any additional Business Services to

be mapped into the CMDB and any additional CI types, attributes and relationships.

Understand that if a CI enters the CMDB, it must be controlled.

Change management is critical in managing all of the changes related to ALL CIs in the CMDB. This does not mean that the Change Advisory Board must “Approve” all changes, just that they are tracked properly. One of the most critical features of the CMDB is the ability to Audit and Verify that the information is correct, thus the reason for strict change control.

DO NOT dump all CIs or attributes into the CMDB (only those that are mapped back to a business service).

Plan appropriately for which CIs should be added to the CMDB and then strategically put this information into the CMDB. Only those critical CIs, by families and classes, with the appropriate level of attributes, and relationship types should be managed in the CMDB.

Ensure that the Service Asset and Configuration Management process is supported by the technology.

Ensure the steps within the process are enabled via technology. Automating some capabilities for the process with technology can speed up



the analysis and increase the accuracy of the information contained within the CMDB.

Leverage the CMDB as another tool.

Incident Management should leverage the CI in the Incident as the Service Affected, then once troubleshooting determines the actual cause, Incident Management can change the CI to the CI that caused the outage. Change Management should leverage the CMDB to determine the Impact of affected Business Services and all CIs prior to making a decision on the impact of a pending change. Understanding the POTENTIAL Impact of the change to the business is critical in reducing outages caused by a change. Problem Management should leverage the CMDB to understand the potential root cause of incidents and understand critical relationships of affected CIs.

Final Thoughts about Configuration Management and the CMDB

The CMDB will only be as good as the information contained within it. It must be kept accurate through Change Management policies and via Audit and Verification processes. Understanding that you cannot control everything is critical to your success. Placing only those CIs you can control, and manage provides value back to the business services. Defining metrics is critical to the success of Configuration Management so that you understand what needs to be controlled and thus managed. Place most of the effort in planning what can be measured and thus managed.

Provide the Right Information, to the Right People, At the Right Time, to make the Right Decisions. 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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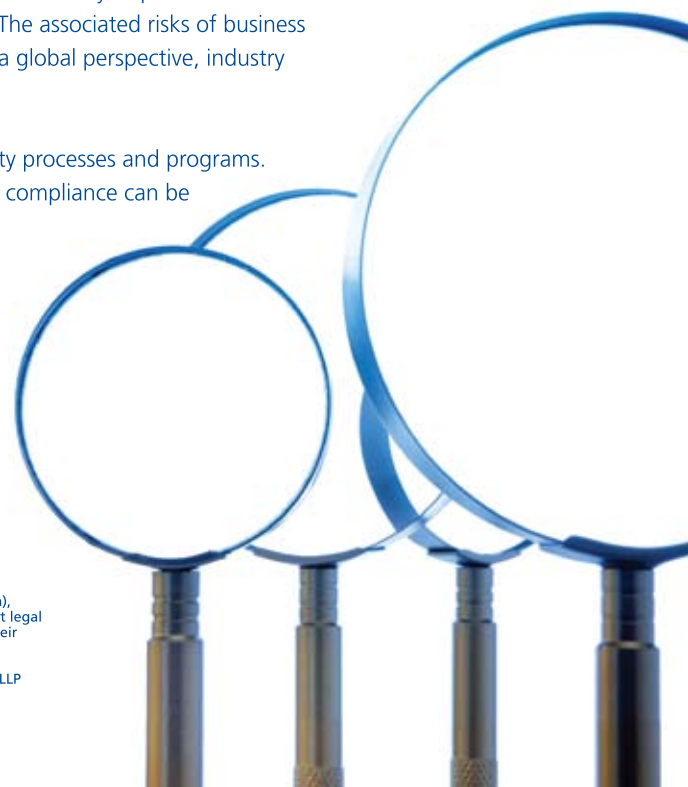
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Heads or Tails: How Application Performance & Infrastructure Management Are Both Sides of the Same Coin

When a problem with an IT service strikes, how do you identify the source before users are affected? Is it the network, the database or the systems associated with the services? To answer this question and avoid the coin toss game, more and more CA users are combining two different IT perspectives: Application Performance Management (APM) and Infrastructure Management (IM).

That's exactly what Steve Weiland, Network Systems Manager, has done at his company, RH Donnelley—one of the nation's leading Yellow Pages and online local commercial search companies. Weiland led the deployment of the CA Service Availability Management solution to ensure the integrity of RHD's CRM system, and success of the company's nationwide sales team spread across more than 80 offices. High uptime and performance are imperative, because the salespeople need to go online to show customers their ad design and complete their contracts. Without impeccable IT service, sales would not embrace the system.

According to Wieland, "Our IT domain specialists get great information from CA's APM and IM tools but we get the full picture by having both integrated into a single dashboard where [we] can correlate APM and IM events, see root cause and see future trends holistically. This way, all IT teams see the same data, share the truth, eliminate finger-pointing and speed remediation."

See Steve Wieland deliver session BIS18SN: Case Study: Service Availability Management for Applications and Infrastructure at RH Donnelley, at 1:15 PM, Tuesday, November 18, in Casanova 603-604. [ca](#)

Co-Authors:

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

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

CA's Leading Enterprise-Class PPM Solution—CA Clarity PPM—Now Available as a SaaS Option

This week at CA World, CA announced the Software-as-a-Service (SaaS) delivery option for its leading enterprise-class PPM solution, CA Clarity™ Project & Portfolio Manager (PPM). By extending the availability options for this product, CA now provides CIOs and business executives with best-in-class functionality through a flexible SaaS delivery model.

"With the launch of our award-winning CA Clarity PPM solution in a SaaS delivery model, enterprises that prefer the flexibility and ease of SaaS can now leverage the most powerful PPM software on the market," said Helge Scheil, corporate senior vice president and general manager, IT Governance for CA. "Launching CA Clarity PPM On Demand is a reflection of our commitment to provide our customers with the best value and most complete capability in any PPM system on the market. With CA Clarity PPM On Demand, customers no longer need to compromise

on functionality to get rapid value. They can buy once and buy the best."

One customer already benefiting from CA Clarity PPM On Demand is Kellogg Company, a leading producer of cereal and convenience foods, who leveraged the solution to achieve greater governance over a multi-million dollar HR software implementation. Kellogg had been using spreadsheets to track and manage resources and realized it needed to quickly replace that approach with an enterprise-class solution. Kellogg was drawn to CA Clarity PPM On Demand due to its robust functionality and straightforward, streamlined interface. In just 10 days, Kellogg implemented the CA Clarity PPM On Demand solution and trained end users with the CA Productivity Accelerator, an industry-first personalized training tool for CA Clarity PPM.

For more information about CA Clarity PPM On Demand offerings, visit [myclarity.com](#).

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](#)

The lessons of life are the lessons of business.SM

Mainframe & Multi-Platform Application Development

By Cindy Peake

Sr. Product Marketing Manager

If you want to learn more about maximizing your mainframe, CA World is the place to be. Visit the Mainframe and Multi-Platform Application Development booths (322-330 and 422-430) in the Exhibition Center and discover first-hand the latest mainframe trends and product innovations as you network with some of the most experienced mainframe professionals in the world.

New System z hardware and operating systems from IBM make the mainframe an even better platform for large businesses. As a partner in development with IBM, CA was an early tester and adopter of the z10 and z/OS 1.10. We have been exploiting the zLIP specialty engines for several years and have a very complex mainframe environment for R&D. Attend these informative sessions and learn how you can enhance the value of your mainframe:

Tuesday, November 18

11:00 AM

Marco Polo 705

[IBM zTechnology Update presented by IBM](#)

Here are just a few of the sessions not to be missed on Tuesday, November 18th:

Customers are making the switch from traditional mainframe application quality and testing tool vendors to the superior Application Quality and Testing Tools from CA. Attend [Making the Switch to CA](#)

[Testing Tools: The Customer Experience](#) on Tuesday at 9:45 AM in Galileo 901 and learn first-hand how two organizations have converted to CA, ask questions about what was learned and see how you can successfully make the switch to CA.

CA SYSVIEW r12 introduces a new [Graphical User Interface to CA SYSVIEW Performance Management](#). Join us at 11:00 AM on Tuesday in Marco Polo 702 to learn more about the capabilities of this new interface and the integration with CA Vantage® and other CA solutions.

Is your mainframe IT organization facing shrinking IT budgets and staffing constraints? Attend [Out-Tasking—A New SaaS Business Model for Mainframe IT](#) on Tuesday at 2:45 PM in Marco Polo 706 and discover how a new strategic option called Out-Tasking can help you address these issues and leverage new business opportunities on the mainframe.

Attend [University Community Hospital—How CA Spool and CA Dispatch Help Us Stay Green](#) on Tuesday at 2:45 PM in Marco Polo 704 to learn how these products are enabling this customer to save money, reduce report output and benefit from an integrated Output Management solution.

[The Cornerstone of IT Management: CMDB and Mainframe](#) at 4:00 PM on Tuesday in Marco Polo 705 will discuss CA's innovative CMDB solution and how you can ensure that your IT management envi-

ronment is a comprehensive solution that includes your mainframe.

Join BT, one of the world's leading providers of communications solutions and services, as they discuss their [CA IDMS™ r17 Beta Experience](#) on Tuesday at 4:00 PM in Bellini 2006.

How automated is your data center? Could you do better? Learn how one site integrated CA NetMaster® Network Management with CA OPS/MVS® Event Management and Automation to automatically manage alerts and dramatically improve availability in [Managing Data Center Alerts with CA NetMaster and CA OPS/MVS](#) on Tuesday at 4:00 PM in Marco Polo 706.

Attend these informative security management sessions on Tuesday in Bellini 2104 to learn how you can protect your critical IT assets and reduce your mainframe security risks:

At 9:45 AM JP Morgan Chase (JPMC) will speak about [How CA Cleanup Helped JPMC Comply with SOX](#) and improved overall CA ACF2™ performance.

[The Future of Mainframe Security with CA ACF2™](#) at 11:00 AM to hear about all the changes in the new r14 release.

Hear how TSYS converted over 70 DB2 subsystems from native DB2 security to CA ACF2™ Option for DB2 during [TSYS Experience Using CA ACF2 Option for DB2](#) at 4:00 PM. [ca](#)

Getting the Most Value from Your Mainframe Software

By Rana Zayed and Carla A. Flores

You won't want to miss this unique session **Out-Tasking as a new strategic SaaS Business Model for Mainframe IT**, Tuesday from 2:45 PM – 3:45 PM in Marco Polo 706. Listen as industry experts Jeff Shoup from Acxiom Corporation and CA SVP David Hodgson explain how Mainframe Out-Tasking delivers critical value with tools and skills that can solve the most pressing issues facing data centers today. You will learn how to economically manage mainframe tasks, derive more value from your multi-vendor infrastructure, and dramatically slow the administrative and management costs of maintaining your mainframe environment.

The mainframe workforce has been under pressure because of two major factors – the skilled workforce population is reaching the age of retirement and organizations have thinned out staff to meet staffing and expense requirements.

Mainframe shops feeling this crunch are just trying to keep the operational systems running and are often in crisis, "fire-fighting" mode. End users are demanding more so they can make better-informed decisions, yet IT organizations are falling behind rather than keeping up with end user demands.

Mainframe Out-Tasking focuses on coupling technologies with highly specialized enabling resources and know-how into a single program that delivers a value-centric outcome related to mainframe and compliance activities.

Getting Closer to Our Customers through SaaS

One of the compelling characteristics of SaaS (Software-as-a-Service) is that it transforms the relationship between the customers and their SaaS providers. The SaaS provider is no more a vendor but a partner who is actively engaged in delivering and managing a service on a continuous basis. At CA, we see this as a tremendous opportunity for us to provide additional value to our customers by focusing not only on the products and technologies, but also on the services that our products are capable of providing.

SaaS as an alternate delivery model complements CA's strength as a leader in the enterprise and IT management software markets. In our view, SaaS does not change the fundamental role IT plays in the business. It only changes the way IT (or software to be exact) gets delivered and consumed. Hence, we believe that our technology/product strengths and execution experience can be directly translated into leadership in SaaS in each of the software areas we already lead, and adjacent areas of services where our software solutions are used as the building blocks.

The breadth and depth of CA's product and technology portfolio allow us to offer a suite of well integrated SaaS services compared to

point services that most others can offer. As in the case of premise based software, value of a SaaS implementation directly correlates with the integrations it can have with other products or other SaaS services in the IT environment. CA believes that as the SaaS market matures, more and more enterprises will look for suites of SaaS services than point-solution SaaS offerings. Our strategy is to capitalize on the market leadership we have on integrated product lines, whether that is Project & Portfolio Management, Identity & Access Management, Service Management or Infrastructure Management.

We believe that in next five to six years a good percentage of our enterprise customers will be consuming a number of our software products through the SaaS delivery model. Within the large enterprise environment, adoption of SaaS is expected to be done in phases, with emphasis on customizable content and configuration. Within the lower end of the market adoption will be quicker with emphasis on usability and experience. In either case, we view this as a journey that our customers and we will be taking together as partners.

Learn more about CA's SaaS vision, strategy and offerings at [ca.com/ondemand](#). [ca](#)



Complying with the Federal Desktop Core Configuration (FDCC)

If you are a federal agency, we have good news and bad news. The bad news is there is yet another regulation you must adhere to. Per the 2007 Office of Management and Budget mandate, all agencies are required to make their client device environment comply with the Federal Desktop Core Configuration (FDCC) standards. And, as you've probably noticed, maintaining this compliance requires a significant investment in time, cost and management oversight.

But here's the good news: CA can help.

As a valuable new addition to CA IT Client Manager, the FDCC Scanner and Authenticated Configuration Scanner allows you to perform automated configuration checking of systems against the FDCC checklists. Certified by the National Institute of Standards and Technology (NIST), the FDCC Scanner enables you to greatly reduce the time it takes to create compliance reports by streamlining the evaluation of your systems and offering a pass, fail, or not-applicable reporting for each. By enabling you to immediately identify non-compliant systems, you can also take the necessary steps to remediate any mis-configurations in order to reduce security risks and vulnerabilities, and ensure ongoing compliance with the FDCC regulations.

Please visit **Booth 642** in the Exhibition Center for a live demonstration.

Burton Group Discusses the IAM Market & Technology Direction

The identity and access management (IAM) software market has been experiencing double digit growth for years and is expected to continue doing so for many years more. Why? It is at the crossroads of so many trends that there is literally something in it for everyone in an enterprise. IT security organizations push for IAM investments to reduce IT risk, compliance and internal audit staff leverage it for greater IT control and visibility, enterprise architects specify it to normalize enterprise security architectures to support their application deployment architectures, senior IT management need it for greater efficiency and productivity – since they are being constantly pushed to do more with less, and finally users demand IAM (not generally by name) to simplify their access to the organization's applications and data. It is not an overstatement to say that IAM systems and related processes have evolved into being critical enterprise IT infrastructure that many organizations are evolving towards to both correct security architecture sins of the past as well as to better prepare their organizations to seize the online future.

Not surprisingly given its growth prospects, the IAM market is highly dynamic and hard to predict, with a regular flow of sophisticated innovations, dozens of related technical standards, open source initiatives, diverse regulations, many dozens of small and large vendors, regular acquisitions, and even some vendor exits; as such it is a great market

Burton Group **continued on page 7**

A Five-Step Plan for Getting Proactive About Discovery

By Reed Irvin

Vice President of Product Management for Information Governance

Are you ready for discovery? With the changes to the Federal Rules of Civil Procedure (FRCP) that address Electronically Stored Information (ESI), you must know where all of your ESI resides. In 2005, there were roughly 17 million civil cases filed in the U.S.—or an average of 2.6 civil cases for every U.S. employer. Every one of those cases would no doubt include a request of documents from opposing counsel.

For the ill-prepared, discovery events disrupt business operations, since the organization must divert resources to identify and then locate the relevant data across the enterprise or risk incurring penalties.

The key to avoid disruption and loss of revenue is to develop a data discovery plan. An example of a five-step data discovery plan follows.

DATA DISCOVERY PLAN

Step One—Gain C-level sponsorship, so that you can get company-wide buy-in on

policies and procedures that will govern data retention across all departments.

Step Two—Map the data found in official and unofficial data stores—the email data, archive files, and especially files stored on local drives and file shares.

Step Three—Assess the risk versus cost of maintaining that information.

Step Four—Review your retention policies with an eye toward resolving contradictory policies that promote end-user behavior that is detrimental to the organization. For example, IT policies may dictate storing all emails on corporate servers, but overly restrictive mailboxes may encourage users to store emails on their hard drives.


Step Five—Stop destruction procedures if you expect a document request—and emphasize the risks of non-compliance. IT may even need to stop routine functions,

such as tape-archive rotation or database purging, which are often overlooked.

Throughout the discovery process, organizations should try to minimize unnecessary impact on business operations and the IT infrastructure. Discovery solutions should tap into the indexes already resident within SharePoint, EMC Documentum, and the sundry of other business applications driving today's enterprises.

By leveraging and complementing your existing computing assets, the right discovery tools will minimize the disruption to your IT organization.

Learn more at GI740PN, **eDiscovery Summit: Assets Feed You, Liabilities Eat You—Making Reactive eDiscovery Efforts Pay Off**, Tuesday at 1:15 PM in Veronese 2405, and at GI725PN, **eDiscovery Summit: Mock Deposition—IT Takes the Stand**, also Tuesday, at 2:45 PM in Veronese 2405.

To discuss this topic with your peers, join the community at whatallanknows.com. 

Leveraging IT to Centralize & Improve Governance, Risk & Compliance

By Rob Zanella

Vice President of IT Compliance for CA

Companies today must comply with national and international regulations, as well as internal governance policies—or risk consequences that are costly at best and dire at worst.

At CA, we addressed these challenges by building a comprehensive Governance, Risk and Compliance (GRC) program. Along the way, we learned a lot about leveraging IT to achieve effective and cost-efficient governance. We found that one of the most important success factors for a GRC initiative is a centralized view into all governance-related information.

One way of leveraging IT to improve and centralize your enterprise-wide GRC initiatives is to create a centralized repository of policies, controls, risks and regulatory requirements—relating to key IT areas such as security, records management and change/configuration management. This helps to minimize redundancy and reduce controls testing costs because the current status of all IT controls testing is easily available across the organization.

Next, controls can be rationalized, by mapping them to relevant regulations, and eliminating any unnecessary duplication of controls. Duplicating similar controls across multiple regulations is extremely inefficient and increases not only costs, but also risks, since these duplicative controls may not get adequate testing. In addition, the more

controls you have, the greater the chance of failure of those controls.


Developing and maintaining the mapping of controls to regulations is a labor-intensive (and error-prone) process that requires significant expertise and resources. An externally generated repository of this mapping, done by regulatory specialists, can save significant amounts of time and money.

We used CA GRC Manager as the foundation of our compliance automation and tracking efforts. It includes the Unified Compliance Framework (UCF), a repository of control objectives and information relating to over 400 international regulations, standards and best practices. The use of the UCF dramatically simplifies the process of controls rationalization, and has helped us reduce the number of our IT controls by roughly half. The resulting cost savings have been dramatic.

Our experience at CA validates our view that centralized GRC helps eliminate the compliance information silos that plague many companies. It leads to reduced testing efforts and helps provide “proof of compliance,” so that audits are simplified and

less costly. Centralized GRC also makes it easier to adopt industry best practices and accommodate new regulations. Finally, a centralized approach to GRC helps ensure that decisions are based on an accurate, enterprise-wide view of compliance-related information.

Learn more at: GG070SN, **Risky Business: Leveraging CA GRC Manager to Understand Risk**, Tuesday at 11:00 AM in Veronese 2404, and at GG180SN, **How CA Reduced the Cost of Testing IT Controls by 50% for SOX Compliance with CA GRC Manager**, also Tuesday, at 2:45 PM in Veronese 2404.

To discuss this topic with your peers, join the community at whatallanknows.com. 



Future of SIM

By Merritt Maxim

Sr. Principal Product Marketing Manager

The Security Information Management (SIM) market was initially focused on protecting against unknown threats and vulnerabilities. The common approach was to create signatures to detect symptoms of potential malicious incidents. Unfortunately, this model required sophisticated correlation tools and constant supervision by highly skilled (and expensive) security practitioners. The results from these initial SIM deployments were not always superb, but often the best alternative.


Fortunately, the SIM market has evolved considerably. Security professionals have realized the threats are not unknown, but primarily exist in the form of unauthorized insider activity. As a result, organizations have begun implementing the necessary controls to secure the enterprise. Deploying multiple layers of controls ensures that malicious incidents can only occur if the controls are improperly configured or monitored.

This approach has fundamentally changed how to utilize SIM. Instead of analyzing terabytes of log data and analyzing correlation, the new approach focuses on ensuring consistent effective implementation of

necessary controls. This is the new mandate for the enterprise security team and will be the role of SIM going forward.

SIM must provide a continuous view of the enterprise security posture and identify where proactive security controls are not effectively implemented. Focusing on the root causes of the problem prevents the incidents from happening and delivers a more efficient and cost-effective means to address information security.

This fundamentally different view of security is still a complex technical challenge but it offers a far greater and more measurable benefit than reacting to incidents. The future of SIM manages a much broader set of security processes that not only secure the enterprise, but reduce the cost of complying with internal policies and external regulatory mandates.

There is still a need for detection in the initial SIM capabilities. However, that effort can be refocused towards a small set of symptoms that are identified as high risk by proactive monitoring. Using this approach, the old and new SIM are transformed into a solution that works for the entire enterprise security team. 

To learn more about CA's future SIM strategy, please attend the following sessions:

Tuesday, November 18

SG203SN

[CA Security Information and Compliance Management Solution Update and Roadmap](#)

9:45 AM - 10:45 AM in Bellini 2105

SG201PN

[The Future of Security Information Management \(SIM\)](#)

11:00 AM - 12:00 PM in Bellini 2102-2103

Wednesday, November 19

SG202SN

[Technical Introduction of CA Enterprise Log Manager r12](#)

9:45 AM - 10:45 AM in Bellini 2105

Thursday, November 20

SG204SN

[Designing a Blueprint for a Successful SIM Implementation](#)

8:30 AM - 9:30 AM in Bellini 2104

Burton Group **continued from page 6**

in which to be an industry analyst. There is no shortage of trends that need to be analyzed and understood so that proper strategies can be developed and recommendations be given.

We are very fortunate at this CA World to have Gerry Gebel from the Burton Group with us to help shed some light on the foggy IAM future. Gerry is one of the world's top IAM market analysts with many of years of experience from which he will draw. In his session Gerry will provide his perspective on the business and technical drivers and vendor strategies for the IAM market and will look into the fog of emerging technologies such as federation, user-centric identity, SaaS, SOA/Web services, and identity-related technical standards. He will also provide his perspectives on how the current financial crisis will impact the IAM market and its priority within enterprises.

To hear directly from an IAM expert, please come to SG103SN, **The Evolving IAM Market: An Industry Analyst View**, Tuesday from 8:30 AM - 9:30 AM in Bellini 2102-2103 as well as the IAM user panel - SA104PN, **Leverage IAM for Today's IT Security Challenges While Preparing for Tomorrow: A Customer Panel** on Tuesday from 4:00 PM - 5:00 PM in Bellini 2102-2103.



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

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

When: Tuesday, November 18th—11:00am
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

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.



Business Objects™
an SAP company

Provisioning Automation Continues to Deliver Value for CA Customers

Provisioning is the largest segment in the Identity and Access Management market and continues to grow. By automating the management of user identities, assignment of timely, appropriate access and removing that access as soon as it is no longer required, organizations can run their business more efficiently and reduce their security risk.

CA Identity Manager is a highly scalable, flexible identity management solution that has been deployed by many organizations to achieve tangible value through provisioning. Our customers frequently turn to CA for guidance on best practices, but we also see them gain valuable insight from each other. We are fortunate to have several of these customers here at CA World to share their experiences.

Vanguard is one of the world's largest investment management companies. They recognized that their IT users have distinct provisioning requirements given their larger number of accounts and need for more dynamic, expedient access than the average business user. Their solution has reduced the time it takes to grant and remove access while providing visibility into their user's access rights and accountability for those that approved the sensitive access.

Siemens PLM is the product lifecycle management software unit of Siemens. Their provision-

ing deployment allows them to promote better process efficiency as well as address Sarbanes Oxley compliance requirements. To support these goals, they leveraged out-of-the-box CA Identity Manager functions while customizing the solution to meet their specific needs such as building custom connectors and supporting their specific password encryption needs.

Chevron Phillips is a top petrochemical producer created from Chevron Corporation and Phillips Petroleum Company businesses. Their identity management objectives included automating account creation and termination, approval workflow, auditing and password self-services. Meanwhile, they developed a strategy to closely engage CA and their systems integrator, Logic Trends, to successfully ensure on time and on budget delivery of their provisioning deployment.

EL AL Airlines is the national airline of Israel and a recognized leader in information security. Being in the aviation industry, EL AL has a constantly changing employee base which requires quick onboarding of new employees and removal of access to corporate systems just as quickly should they leave. EL AL has leveraged a role-based approach with CA Identity Manager to efficiently secure their systems while keeping pace with their changing environment. [CA](#)

To learn more, please visit the following sessions where each will be sharing their experiences:

Tuesday, November 18

Vanguard SA202SN

[Meeting the Provisioning Needs of Both IT and Business Users at Vanguard](#)

11:00 AM - 12:00 PM in Bellini 2106

Siemens SA203SN

[Successfully Customizing CA Identity Manager at Siemens PLM](#)

9:45 AM - 10:45 AM in Bellini 2102-2103

Wednesday, November 19

Chevron Phillips Chemical SA711SN

[How to Deploy Identity Management on a Fixed Budget](#)

8:30 AM - 9:30 AM in Bellini 2106

EL AL Airlines SG112SN

[Secure Provisioning—Identity Management from a Business Perspective](#)

2:45 PM - 3:45 PM in Bellini 2106.

CA JCLCheck Workload Automation Provides Remote Validation

The r11 version of CA JCLCheck™ Workload Automation (WA) is now generally available, bringing with it the capability to perform JCL validation on remote z/OS servers using the new ChekPlex feature. This persistent validation server runs as a started task, accepting requests through TCP/IP to verify JCL on that machine. The validation report generated by the ChekPlex feature will be captured and returned to the requesting client application. Library procedure members (PROCs) can be transferred with the source JCL to the target system and used during JCL validation on the target system.

The CA JCLCheck WA product helps to reduce operating costs and eliminate unnecessary processing delays by identifying potential JCL errors before they reach the production environment. CA JCLCheck WA improves the integrity and readability of JCL across the enterprise. It can also check for execution time errors that could result in system ABENDs caused by security violations, missing data sets or members, or other problems.

Come learn more about the new ChekPlex option and familiarize yourself with the additional features now available with this latest release.



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How Role Management is Impacting the Identity Management Market

Identity Management is an established and growing market that automates processes such as provisioning, user self-service and delegated administration. Through implementation of timely and consistent processes it delivers greater business efficiency and the consistency and accountability required to support the organization's security objectives.

As identity management has become mainstream, organizations have recognized the inherent value of tying identity management solutions with a role model. Role engineering is becoming a frequently adopted step in this process of grouping user access rights so they can be automatically applied and managed. This yields an accurate role model (or validates the accuracy of the organization's existing role model) to provide a foundation that improves identity management and identity compliance initiatives.

Interestingly, the discipline of role management has been somewhat overshadowed by a market that quickly embraced identity management often without stopping to formalize the role discovery process. Now, organizations have begun to understand that, in order to maximize the benefits of identity management, they must have a role foundation that is accurate and up to date.

Role engineering is certainly not a revolutionary concept. For years teams have manually poured over organizational charts and access control lists to search out commonalities, define roles and then map employees to common sets of privileges. This process may sound elementary, but it quickly becomes very challenging (and time-consuming) as organizations grow larger, their user populations become more diverse and they expand across geographic boundaries.

What's new is that automated role engineering is just now becoming practical, thanks to increasingly sophisticated applications that apply compu-

tational analytics to help build role models. These pattern-based analytics can be used during several steps of the role management process to greatly reduce the amount of time and effort required.

Existing user, role and privilege information must be cleaned before it can serve as the basis for building an accurate role model. During this stage analytics can be used to highlight exceptions and out-of-pattern data. Organizations can then more easily examine these anomalies and determine what privilege assignments need to be corrected.

Once clean baseline data has been established, the role discovery process can begin. Again, pattern-based analytics can quickly sift through extremely large volumes of data to identify commonalities between users, their attributes or assigned privileges much faster than people ever could. The resulting set of proposed roles still requires human intervention to review and make potential adjustments, but this significantly reduces one of the most time consuming steps in role management.

Finally, as the business changes, the corresponding role model must be adapted as well. The benefit of having used analytic technologies for the initial role discovery is that the same, repeatable methodologies can be reused in the future. So when analysis suggests the role model needs to be adjusted, organizations are assured it is a result of actual business changes, not simply a change in the role examination process.

For more information on this topic, visit session, SA703SN, [Using Role Management to Improve Identity Management Deployments](#) on Wednesday from 11:00 AM - 12:00 PM in Bellini 2104; or visit the Security Management area in the Exhibition Center to see CA and Eureka technologies for role and identity management. [ca](#)

Extending Workload Automation through JavaScripts

By Bob Pyette

Sr. Product Manager

How would you run a job on a random day of the month? How would you automatically consider a failed job complete when an SLA is in jeopardy? How would you easily generate a date argument for the first workday of the fiscal month? The answer to all these involves the easy-to-use but powerful scripting language known as JavaScript, which greatly extends the automation capabilities of CA Workload Automation (formerly CA dSeries).

There is nothing like a good scripting language when it comes to a clean, easy-to-use, high-level toolkit for both the programmer and the non-programmer alike. Generally, scripting languages are easier and faster to code in than the more structured and compiled languages such as C++ and Java, yet they still lend themselves to a wide range of applications.

JavaScript is Netscape's scripting language that was originally designed to add interactivity to HTML pages you see via your web browser. Similar to IBM's REXX and other scripting languages, it provides support for variables, language constructs, such as "if" statements, "for" and "while" loops, and many other scripting elements. In 1997, the ECMA international

standards body standardized the core portion of the language. The result was a language, technically called ECMAScript, that looks and feels like JavaScript without the browser-specific parts.

Rhino is an open-source implementation of JavaScript that is typically embedded into Java applications, such as CA Workload Automation to offer scripting capabilities to their users.

This extends the functionality of CA Workload Automation through the use of a common, standardized, powerful tool. For example, you can use simple JavaScript scripts to handle complicated schedule criteria for jobs, generate date and time variables based on any criteria, or to employ "IF" logic to account for different circumstances. Automation becomes much easier with a natural and concise scripted method for controlling jobs and applications, setting resources, and incrementing global variables.

Discover how you can best leverage CA Workload Automation through the use of JavaScripts by attending session BDW22SN: [CA dSeries Workload Automation Examples and Best Practices](#), Tuesday, from 1:15 PM-2:15 PM in Galileo 903-904. [ca](#)

Information Is Your Business

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Virtualization Corner

Optimizing Web Application Performance in a Virtualized Environment

By Melissa Sargeant

Director of Product Marketing, CA Wily APM Business Unit

Improving service levels for critical applications is a major concern of IT. Nowhere is that more evident than in efforts to support web-based applications, which can be both mission-critical and complex. Since many IT organizations have implemented a Service Oriented Architecture (SOA), web-based applications have skyrocketed in popularity and complexity.

Most web-based applications rely on application files that are accessed from remote servers that reside within a company's IT infrastructure. As applications become more complex, this creates the potential for an exponential growth in server farms. A way to optimize this infrastructure is to implement a virtualized server environment—a solution that has reached critical mass in terms of saturation in the IT world. Server virtualization facilitates multiple operating systems running on a single physical server as virtual machines. Dynamic allocation allows for easier provisioning and optimized system performance. Workloads are consolidated with underutilized server machines loaded on a smaller number of fully utilized machines. Fewer physical machines

can lead to reduced costs through lower hardware, energy and management overhead.

For all the simplicity that virtualization drives in the data center around hardware, it also drives complexity into production/run-time environments, introducing new application-performance and availability-management challenges. The combination of web-based applications running in a virtualized environment equals added support challenges simply because there are more places for the application and its associated transactions to fail. It also makes it harder to track the dependencies between application assets.

In such complex, multi-tiered, distributed infrastructures, slowdowns and outages can lead to jumbo bridge calls that burn through dozens of effort hours as representatives from several parts of the organization hunt and peck for the root cause of the issue. A practical approach is to implement an Application Performance Management (APM) solution that is specialized for web-based applications. It must provide the ability to monitor and manage business transactions that traverse

the IT infrastructure into the virtualized environment and monitor the performance and availability of the associated applications—in real time.

It has long been understood that poorly performing applications translate into missed business objectives and poor customer experience. The purpose of a comprehensive APM solution is to enable IT departments to improve performance, reduce outages, manage service productivity and deliver a successful online customer experience. As a whole, APM software provides detailed information about business transactions in real time, giving administrators more insight and visibility into their performance and availability. It helps manage service levels as the software draws attention to potential transactional bottlenecks and faults before they affect end users and revenue streams. You can measure response time from the end-user's perspective, providing real-time alerts to any hiccups.

When a problem within a mission-critical web application occurs, there is no substitute

for complete visibility into the virtualized environment that makes the entire transaction flow transparent. This advantage provides correlation of the end-user transactions with the associated application, therefore reducing triage-to-diagnosis time significantly. An APM solution that can monitor applications in real-time from the perspective of the end user not only helps in troubleshooting, but also measuring Service Level Agreements and identifying the business impact of poorly performing applications.

The CA Wily APM solution is optimized to manage the online customer experience and associated Web applications in large and highly complex virtualized environments. By monitoring business transactions as they traverse the IT infrastructure and providing visibility into the virtualized environment, CA Wily APM can help you manage the performance and availability of your critical Web applications to meet business, customer experience and service level goals. To learn more, visit us at Booth 250 in the Exhibition Center. [ca](#)

The World's Leading Companies Trust VMware

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Developing a Strategy for Green IT Success

By Steve Brasen

Enterprise Management Associates

As businesses have grown increasingly dependent on IT to achieve organizational goals and drive productivity, the consumption of energy has proportionally increased. This has introduced a new set of operational burdens, including higher energy costs and ensuring sufficient power availability to support IT operations.

Growing concerns over the global climate crisis also have led to social pressures and the introduction of regulatory compliance focused on reducing energy consumption. In response to these challenges, new technologies and solutions have been developed to assist organizations in achieving power utilization goals. Green IT solutions have become important to increasing energy efficiencies in order to reduce operational costs, achieve power utilization objectives, and ensure sustainable value in IT investments. These products, services and practices are designed to improve the efficiency of computing resources to reduce the environmental impact of IT.

To achieve maximum power efficiency and return on investment, a strategy for identifying

and implementing energy-efficient solutions that will reduce costs, increase operational performance and ensure long-term, sustainable profitability is needed. Essential to the success of a green IT strategy is the utilization of better management solutions for data collection, analysis and implementation. Detailed monitoring and reporting on both power consumption and system utilization are impossible if performed by purely manual processes or solutions that are not connected to the rest of IT. Automated services also greatly assist in the data analysis and deployment processes necessary for successful green IT solution development and introduction.

When evaluating software packages, there are a few basic concepts to keep in mind: First, the software product should have a centralized interface. By enabling a single view for reviewing applicable data, quick and accurate decisions can be made on the best green IT solutions for a particular IT infrastructure. The product should also be fully integrated with a variety of data-collection sources to ensure a complete and holistic view of the environment.

Lastly, the product should employ some level of automation which improves data collection, deployment supportability and reliability. This is particularly necessary for meeting compliance initiatives where processes need to be repeatable and recordable. With automated solutions, compliance can be enforced, out-of-compliance configurations are promptly reported and remediated, and proof-of-compliance is easily provided.

CA's Enterprise IT Management solutions help customers manage IT efficiently. More efficient management ensures optimal use of IT infrastructure and translates to less energy demand and lower costs. Green IT implementations bring real, quantifiable value to a business. It is simple numbers: the greater the energy efficiency, the greater the cost savings, and the greater the return on IT investment value achieved by an organization.

Learn more about this topic. Attend Steve Brasen's session: TN011SN [Going Green: Developing a Strategy for Green IT Success](#), today, Tuesday at 4:00 PM in Marco Polo 801. [ca](#)

The CA Gen Dream Machine

We often lust after impossible dreams... and then go home and quietly content ourselves with more mundane realities.

Take cars—most car shows and magazines focus on improbably sexy 'concept' sports cars that can do "0-60mph in 4.x seconds"—but only the rich get their name on the waiting list for these strictly limited editions. Everyone likes to dream... but ultimately we have to jump into an altogether more ordinary car!

Owning one of these dream machines can be a whole lot less romantic than the image portrayed—just talk to the owners of a TVR, or Alfa Romeo or Mustang to find out that "sexy" is often just as temperamental in steel as it is in flesh.

These cars are loved by their followers despite many trips to the garage and time spent waiting for the tow-truck at the side of the road; especially when you watch the altogether more ordinary, reliable Toyota potter past like the famous tortoise to your hare.

Much is the same in IT. We lust after the opportunity to move to new technologies and methodologies of Web Services, SOA, AJAX, .NET—even Java is still space-age stuff to many large companies. But when faced with the decision of what business platform to use, we rightly look to the safe option that will run and run and run.

IEF, 'Composer', 'Cool', 'Advantage'—it's had many names but throughout CA Gen has been the trusty workhorse of large data systems for decades. It has survived where others have failed and many companies today have significant investment in business critical systems created with CA Gen.

In the current web revolution our businesses now need to exploit some of these technologies to interact with other businesses and customers – to drive the collaborative delivery of business in an efficient, convenient and lower-cost way.

So, rather than turn our backs on all these years of investment and endure the temperamental environments of these new technologies, we should look for ways we can turbo charge our dream machine by adding web service spoilers, or a new web front end paint job!

Green Governance: An Innovative Approach to Environmental Sustainability

By Terrence Clark

SVP, Engineering Services, CA

Organizations want to become greener. They also want to improve the bottom line by becoming more efficient when using energy and other natural resources while reducing their overall carbon footprint. They must also make sure they are complying with ever-changing regulatory legislation. Addressing these issues is often easier said than done. A number of initiatives may work, but many fail. Some achieve marginal results where the efforts far exceed the benefits. Others are counterproductive; they just transfer a green problem from one place to another, or are hard to align with business goals. The answers to some fundamental questions will help you drive results.

- How do you prioritize investments in green initiatives which are most likely to work and are aligned with your sustainability strategy?
- How do you ensure that projects are kept on track while monitoring risks, compliance, costs, timelines and outcomes?
- How do you report progress to management, so that the effective approaches are expanded and successes are communicated to stakeholders?

First, start by clearly articulating your strategy with defined objectives and goals. Then look at the risks in meeting those objectives and complying with required regulations and internal policies. The next step is to investigate possible initiatives to execute on your strategy. This requires a comprehensive evaluation of proposed projects with the end result being a portfolio of green choices that can be effectively assessed.

The selected projects must then be managed effectively and efficiently. Through robust project and portfolio management you can do the right things and do things right. Monitoring on-going progress both at the initiative level and across the overall strategy is critical. To do this, metrics and key performance indicators can be used to track and report on progress. With a comprehensive repository of all green initiatives, including progress and alignment with the overall strategy, reporting to the appropriate stakeholders inside and outside the organization becomes a much simpler task.

CA's Green Governance, offers an innovative approach to environmental sustainability. It can also help you in reducing costs, managing compliance efforts, seizing green opportunities and providing valuable information that can help promote a positive brand image. [ca](#)

To learn more about Green Governance attend the following sessions.

Wednesday, November 19,
11:00 AM - 12:00 PM
[Successfully Green? How to Govern Sustainability](#) in Veronese 2505-2506

5:30 PM - 6:30 PM
[Green Governance Discussion Group](#) in Titian 2305-2306. Take part in an interactive conversation about approaches, techniques and tools for making sustainability successful in your organization.

Visit Booth 389 on the show floor or register for the Data Center Tour to get a demonstration of CA's Green Governance capabilities.

Going Green

Did You know?

Maintenance practices for manicured turf landscapes negatively effects the environment. Spending one hour using a gas lawn mower is equivalent to driving a car 20 miles. Based upon elimination of mowing, blowing and trimming an acre of turf grass, there is a calculated emission reduction of about 100 lbs VOC/acre/year and 10 lbs NOx/acre/year. These emission estimates were based upon going from mowing, blowing and trimming 30 times per year to 0 times per year.

Increase User Adoption with CA Productivity Accelerator

According to AMR Research user adoption is the #1 reason for failed implementations. It means that when you are rolling out a new enterprise-wide system or application, most of the users in your enterprise will not be prepared to operate the new system or application when it goes live. That costs you time, effort, productivity and ultimately, money.

But there is a way to turn the numbers in your favor—the CA Productivity Accelerator—created to help accelerate user adoption rates. It gives you the tools you need to quickly get your end users up to speed with a new application and retain what they learn. Employees can put their training to use on day

one and stay sharp throughout the lifespan of your new system or application—all without calling the helpdesk or bombarding IT managers with questions.

The CA Productivity Accelerator is a content development platform designed to let you create documentation, training and performance support. It's maintainable, scalable and easy to use. And since people learn in different ways, it offers multiple learning solutions: instructor led training guides, online simulations, online practice simulations, job aids, assessments, ongoing support via Help Menu Integration; and also: business process documents and test scripts.

Create and publish all the content you need in a wide variety of formats—while developing it only once with the CA Productivity Accelerator. From Business Process Documents to User Manuals to Online simulations published to a HTML Web site or Learning Management System and everything in between, you can develop it once and publish it in multiple ways with no duplication of effort.

The CA Productivity Accelerator also lets users try activities and test their knowledge of a new system in a safe environment. It delivers hands-on training before go live, a big advantage when it comes to user adoption rates. And it offers the critical performance support

and job aids that your people will need after your system or application is up and running.

CA Education also offers consulting services to help you develop your content and deploy user training.

CA Productivity Accelerator helps you through the entire lifecycle of the project—from blueprinting through upgrades.

If you want a successful implementation, take a look at CA Productivity Accelerator. It can help you dramatically improve user adoption rates, which will ultimately improve productivity.

To learn more, Visit CA Education in the CA Value Network Booth 304 - 317 and start accelerating the value of your CA software today. [ca](#)

Workload Automation and Green IT

Data center costs for computer power and cooling are overwhelming. Workload automation solutions can be used to maximize the energy efficiency and power expenditure of our IT infrastructure by efficiently managing workloads across heterogeneous platforms.

As efficient energy usage and conservation are becoming more prevalent in our day to day lives, so should the way we use IT resources. IT hardware and software manufacturers are already exploring ways to improve processor and operational efficiencies in their system designs.

Running a large number of jobs at various times during the day or night is a fundamental function of workload batch processing. Some of these jobs require more computing resources than others. Some business applications

may take hours to complete, requiring computing resources from multiple servers, and some business applications may take minutes using only minimal computing resources from a single server. Currently, batch processing workloads are not scheduled based on IT hardware efficiencies. We have an opportunity to increase the utilization efficiency and reduce the operational cost of our IT data centers by using workload automation to distribute our computing jobs based on energy conservation policies. Workloads that require more IT processing can be placed on newer, more energy efficient IT hardware, and smaller jobs can use less efficient IT resources.

This approach can be extended to both Production and Test and Development IT envi-

ronments. As IT hardware technologies improve, this approach will allow an organization to further realize these environmental cost savings.

Workload automation is not only job scheduling. Workload automation also increases the efficiency of how IT resources are used. In times of high workload demand, CA Workload Automation, in conjunction with CA Data Center Automation Manager, is able to request additional processing resources from existing server farms, or manage the provisioning and de-provisioning of virtual server resources to meet job processing needs. CA Workload Automation has the ability to include an energy-based policy subset within its resource allocation function which can govern the activation and deactivation

of physical and virtual servers so that any unused capacity may be powered down or decommissioned when it is not needed.

CA Workload Automation could take into account the current power consumption state of the server farm in determining the most efficient use of IT computing resources. CA Workload Automation could dynamically change IT resource allocations based on real time physical power consumption changes to ensure that the jobs are completed on time and at the least cost to the organization.

As IT hardware becomes more energy efficient, CA Workload Automation will be ready to fully capitalize on these power savings so that organizations will be able to save costs and become more 'green'. [ca](#)

ALTERNATIVE THINKING ABOUT BUSINESS AND TECHNOLOGY:

Build In Cohesive Maneuverability.
(Translation: Dare Anyone To Keep Up With You.)



Alternative Thinking About Virtualization

Alternative thinking is pushing the boundaries of virtualization beyond servers and doing the same thing with your entire network, really.

It's deciding on a whim (i.e., strategic initiative) to add blades, move a server or reconfigure everything—without touching a single cable.

It's controlling both your virtual machines and your physical machines in one fell swoop to maximize productivity.

It's combining the power and maneuverability of virtualization with an HP BladeSystem to create the competitive edge to do what you want to do in business—win.

It's demanding hard, cold business metrics and working with HP to reach them.

Technology for better business outcomes.

hp.com/alt

Meet the HP Server team at PEDESTAL 343A



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Microsoft®

Congratulations to the 2008 Partner Award Winners!

This year was a Channel Partner Symposium first when Bill Lipsin, Corporate SVP of Global Channel Sales, announced the CA World 2008 partner awards during his keynote session Monday, November 17, 2008.

Winners were chosen based on a number of criteria including categories such as sales achievement during CA's FY08, the creation of a comprehensive business plan, participation in CA education and training, and marketing programs executed.

CA would like to thank all of our channel partners for their hard work and ongoing commitment and we'd like to recognize the following partners for their outstanding accomplishments in FY08:

Asia Pacific and Japan

Value Added Resellers	Distributor
Systex Corporation	Datastor
Fujitsu LTD	
Hitachi LTD	

Europe, Middle East, and Africa

Value Added Resellers	Distributor
Duroob Technology	Four Leaf
Diamond Informatics GmbH	
solvIT	
Corinex	
Insight (UK) LTD	

Latin America

Value Added Resellers	Distributor
Brasoftware	Officer Distribuidora de
Bricon IT Solutions	Produtos de Informática Ltda.
Allen RIO	
Tecnomedia	

North America

Value Added Resellers	Distributors
Insight Direct USA, Inc.	Alternative Technology Inc.
SHI International Corporation	(an Arrow company)
Computer Integrated Services	Ingram Micro Inc.

ISBU Winners

Global Partner of the Year:	North American Partner of the Year:
TigerDirect	Productive Corporation

Congratulations are extended to all of these award winners. The past year has truly proven that we can achieve Better Results. Together.

Using Service Catalog to Manage Service Demand and Align IT and Business

In most large enterprises the demand for both IT and business services, continues to increase. Business is playing an increasing role in defining these services, helping to open up the line of communication between the business and IT organizations. The goal for IT is to provide the services that business needs to run as effectively and efficiently as possible. The service catalog helps you manage the demand for services and provide visibility into the costs and quality of service levels. As a result many of these enterprises are implementing service catalogs as the single source of available services throughout the enterprise. Don't miss these Informative Service Catalog sessions:

- Tuesday, November 18, 2008
BL102SN [Tips on Deploying a Service Catalog in a Large Enterprise](#)
9:45 AM - 10:45 AM, in Marco Polo 703
- BL107SN [Case Study: Why CA Service Catalog at Raymond James](#)
11:00 AM - 12:00 PM, in Marco Polo 703

Discovery Theater
Schedule November 18

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

Schuitema—Future Proofed by Jumar and CA Gen

Schuitema NV, a Dutch holding company owns and operates one of the country's leading chains of independent supermarket retailers—C1000. The company is responsible for providing its retail franchises with a wide range of products, services and expertise, including the delivery of goods, promotional initiatives, human resources and salary administration, financing support and store remodeling.

Schuitema has just rolled out the proof of concept of its new PDA technology to the first its franchisees. It is aimed at helping them maintain their competitive edge by giving them more efficient access to information technology in their back office system. The new technology is expected to deliver increased productivity and revenues, as well as more qualitative benefits such as increased customer and personnel satisfaction. The PDA will ultimately replace the outdated, hand-held terminals currently used within the stores and longer term will ensure that the company is ready for developments in real-time information access.



Schuitema has used Project Phoenix from Jumar to help transition its main "legacy" in-store retail application into a modern, componentised, client-server architecture. The Project Phoenix software enabled Schuitema to achieve this in a highly automated and structured fashion. The re-architected CA Gen application has delivered better integration, improved maintenance and most importantly, allowed Schuitema to move rapidly towards centralised and web-enabled services.

In the last 6 months, the PDA related processes and designs have been documented; the architecture of the solutions has been established; and the hardware selection is nearing completion. Jumar provided Schuitema with technology advice and services to get to the software technology stack. Schuitema has selected a number of solution partners, including Jumar who will be responsible for delivering the web service automation software.

This has resulted in Schuitema being able to future proof its in-store retail applications as well as make effective use of new technology such as PDA devices in a seamless fashion.

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.

- **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.

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 for a \$5 donation from CA to the CA Value Network Charity Drive and enter to win the daily CA Passport to Value Sweepstakes drawing.

TUESDAY, NOVEMBER 18		
Time	Team	Title
12:00 PM	CA Education	CA Stock Exchange—ITIL® Experience
12:30 PM	CA Support	CA Global Service Center Overview
1:00 PM	CA Services	Five Keys to a Successful IAM Implementation
1:30 PM	CA Services	Defining Requirements and Identifying Metrics
2:00 PM	CA Services	CA Service Desk to CA Clarity™ Integration
2:30 PM	CA Education	The Power of the CA Productivity Accelerator
3:00 PM	CA Services	How We Use Your Use Cases to Drive Our Implementations
3:30 PM	CA Support	CA Bookshelf Demonstration
4:00 PM	CA Services	Unlocking the Power of CA Clarity Data with Business Objects Universes
4:30 PM	CA Support	Understanding CA Designated Support

Announcements

CA Technical Publications Advisory Council Meeting

Today, in the Customer Value Corner from 5:15 PM - 6:15 PM, join the CA Technical Publications Advisory Council meeting to learn about the most recent CA product documentation initiatives and provide feedback. Learn about the new bookshelf interface, documentation modification amendment, customer survey results, planned improvements and more. Denise Asplund, VP of TechnicalInformationatCA, is your host and president of this CA Product Line Community. Other CA Technical Information representatives are also attending. The meeting and Council membership are open to all interested customers.

Mix and Munch: Networking with Your Peers

Join your peers and CA to mingle and network over lunch. In this informal setting, engage in CA solution discussions, share ideas, and establish new contacts. Lunch will be provided. Seating is limited and on a first come, first serve basis.

Tuesday and Wednesday

12:00 PM - 1:15 PM
San Polo 3405-6

Database Performance Isn't Just for DBAs Anymore

Assuring service to your users and business customers is challenging when IT Domains have performance tools that don't integrate. Join these sessions to learn how database performance and proactive notification can be easily added into CA application, network and systems performance products, supporting enterprise monitoring initiatives to improve service availability.

Tuesday, November 18

CS070SN [See Through The Looking Glass](#)
Galileo 1001-1002
11:00 AM - 12:00 PM

BIB04DN [Integrated Performance and Event Management at EDS Using CA Insight™ DPM and CA NSM](#)

Marco Polo 807
1:15 PM - 2:15 PM

BIB08SN [Bringing Application and Database Performance Together with CA Wily and CA Insight DPM Integration](#)

Marco Polo 807
2:45 PM - 3:45 PM

Wednesday, November 19

CT065SN [Database Management Isn't Just For DBAs Anymore](#)
9:45 AM - 10:45 AM
Galileo 1004

BIB06SN [Adding CA Insight DPM Database Performance and Alarms into CA eHealth® NPM and CA Spectrum® NFM](#)

Marco Polo 807
1:15 PM - 2:15 PM

Discover CA Designated Support

Discover the value you can get with a Support Engineer who coordinates all of your support requests for a specific CA product. Sit in on this informative 15-minute presentation in the

CA Value Network Mini Theatre, Exhibit Center Booth 304-317, at 4:30 PM 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.

CA Bookshelf Demonstration

It is all about discoverability and you can gain instant efficiency from the new CA technical information interface that allows you to view, search and print CA product documentation. Don't miss the 15-minute demo of the easy-to-use CA Bookshelf at the CA Value Network Mini Theatre, Exhibit Center Booth 304-317, at 3:30 PM November 18. 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.

CA Press to Publish Business and Technology Books

CA Press, CA's official publisher of CA retail books, is the essential resource for business and IT professionals. CA Press features business and IT topics such as governance, virtualization, and sustainability. CA Press is a strategic collaboration with Apress, a leading technical publisher devoted to meeting the needs of IT professionals, software developers, and programmers. Please visit the CA Press booth (433) in the Exhibition Center to review book excerpts and learn more and visit ca.com/capress.

Discover the Power of Effective Knowledge Management

In a world where in-bound calls to the help desk are increasing, new business-critical applications continue to appear at an ever more rapid pace, and support analyst headcount is, at best, steady-state, how do you find the time and the people to initiate, develop, and maintain an effective knowledge management program? Roger Morse, a Product Manager with CA Service Desk Manager, reviews Ten Tips for Effective Knowledge Management based on real-world experiences. Be sure to attend session BP114SN on Wednesday at 1:15 PM - 2:15 PM in Casanova 501-502 and discover how you can bring effective knowledge management to your organization.

CA Store

Buy a full priced polo and enter to win a ScanFast Checkpoint Friendly Backpack (a \$90 value)
[Tuesday's hours: 12:00 PM - 5:00 PM](#)
Located in the CORE

New Recovery Management Solutions Available to Protect Business-critical Applications

Tuesday, November 18

BIR26SN [CA and Geminare Deliver Enterprise-Class Continuous Availability Through a Hosted SaaS Platform](#)

Marco Polo 805
11:00 AM - 12:00 PM

BIR13SN [WASSER Studios Case Study: Microsoft Essential Business Server and CA Recovery Management in Action](#)

Marco Polo 805
1:15 PM - 2:15 PM

CA Customers Earn CA VIP Awards*

Innovators Recognized for Using CA Solutions to Achieve Exceptional Business Results

CA has presented its 2008 CA VIP Awards to technology customers and partners who have demonstrated innovative use of CA technologies. This year's candidates competed for awards in seven categories: Application Performance Management, Governance, Infrastructure Management and Data Center Automation, Mainframe Management, Project and Portfolio Management, Security Management and Service Management.

"VIP" refers to Vision, Impact and Progress. The Vision Award recognizes success in achieving excellence in IT management and for demonstrating a clear vision of how IT supports overall enterprise success. The Impact Award recognizes demonstrable and measurable results from improved IT, especially in terms of productivity, financial benefits, quality improvements and/or customer satisfaction. The Progress Award recognizes organizations that have achieved outstanding implementation success

or process improvements and demonstrate excellent planning or communications.

The following CA customers were honored:

Governance

- **Vision** - Rabobank Nederland
- **Impact** - Metro Wastewater Reclamation District
- **Progress** - Colorado Department of Human Services

Infrastructure Management and Data Center Automation

- **Vision** - Ohio Farmers Insurance
- **Impact** - Fujitsu Siemens Computers
- **Progress** - Elavon

Service Management

- **Vision** - PRODESP
- **Impact** - Pinellas County of Florida
- **Progress** - Amylin Pharmaceuticals, Inc.



Jacob Lamm, EVP, Governance Group, congratulates Governance CA VIP Award winners



Roger Pilc, SVP and GM, Infrastructure Management, congratulates Infrastructure Management and Data Center Automation CA VIP Award winners



Brian Bell, SVP and GM, Service Management, congratulates Service Management CA VIP Award winners

*Award winners for APM, Mainframe, PPM and Security will be acknowledged in Wednesday's paper



Simplifying IT management starts on the inside. CA software solutions help Tesco ensure system availability to keep shelves freshly stocked and make checkouts faster. The outcome is a consistently vibrant store experience that turns everyday shoppers into lifelong Tesco customers. Proof that a repeatable IT infrastructure leads to repeatable business success. Get the full story and see how CA can be there for you at ca.com/success.

