CA World 08 today

Wednesday November 19, 2008

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Oh, What a Night!

Last night, CA World attendees enjoyed Las Vegas, carnival style, at our own private event. The evening featured live performances by Cirque performers on the Midway Stage, carnival rides, a House of Rock, a Wii arcarde, as well as Beer Pong, Milk Can Toss and Bowler Roller games—and much more!

Were you there? Did you rock out on Guitar Hero at the House of Rock? If you had your badge scanned in the House, you could be one of seven winners of an Xbox 360. Winners will be posted on the video wall in the CORE today, Wednesday. Look out for your name—and your fame! ca

First Annual CA Senior Executive Networking Forum

The First Annual CA Senior Executive Networking Forum (SENF) kicked off on Sunday, with a special dinner for tech leaders—from around the globe and across multiple verticals—including 61 SVPs, CIOs and CTOs. Invitees enjoyed an evening of conversation with Russ Artzt, Co-founder of CA.

The following night, the group attended a Grand Reception with guests of honor Jack Welch, former CEO of the General Electric Company; John Swainson, CEO of CA; and Al Nugent, EVP and CTO of CA. The group had an enlightening time interacting with their peers and our distinguished guests.

On Tuesday, the forum had a packed agenda beginning with a welcome address from host CA's Executive Vice President and General Manager of Global Sales, George Fischer, and Corporate Senior Vice President of Regional Sales, Mark Thompson. The floor then went to the attendees, who presented their great successes with CA solutions. The session then moved on to presentations by attendees that discussed the great successes they have achieved using CA solutions. It was an opportunity for all to hear and discuss best practices and real-life experiences between peers from around the globe.

Lunch was served and SENF attendees had some fun benefitting charity, enjoying a performance by Joe Piscopo, formerly of "Saturday Night Live," and spokesperson for the Boys and Girls Clubs of New Jersey. CA announced a donation of $10,000 to the Nevada Chapter of Boys and Girls Clubs, and $5,000 to the local Las Vegas chapter, and then presented Piscopo with a $5,000 CA donation for the New Jersey Chapter clubs. Later, George Fischer announced CA would make an additional $6,000 donation to Boys and Girls Clubs.

The afternoon continued with more interactive presentations and more fun-including a cocktail reception, a theatrical event, and then a late-night dinner.

Overall, the First Annual Senior Executive Networking Forum was a huge success—and CA looks forward to continuing this new tradition. ca

Recap

CA World IT Management Symposium Kicks Off

The CA World IT Management Symposium kicked off yesterday with a session entitled CA Strategy in Action: Leveraging the Power of IT to Deliver Business Results, moderated by CA's Co-founder Russ Artzt. The symposium is targeted to VPs, directors and managers responsible for daily IT operations, who are looking to prepare their organizations for the future.

Wall Street Journal Lunch

We had a full house at *The Wall Street Journal* luncheon, where Don Clark, Deputy Bureau Chief, San Francisco Bureau Wall Street Journal spoke about the dynamics of IT in today's Financial Services industry environment. Don addressed the financial services industry's focus on increasing tech spending in areas that help them compete.

CA World Today Sponsored by

DM Review

Our vanity desires that what we do best should be considered what is hardest for us. —Beyond Good and Evil *by Friedrich Nietzsche*

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 Antonio DiCaro, Chief Technology Officer for AXA Tech.

Question: Can you describe how virtualization is enabling you to improve IT Economics?

Antonio DiCaro: AXA Tech has been an early adopter and extensive user of virtualization technology. We are one of the top five VMware users in the world, with about 5,000 guests on VMware today.

We've saved about 1 million euros annually since 2004 on electricity costs and we've been able to increase the utilization of some of our servers from 10% to 30%. But we're looking to drive our utilization even higher to about 60%, so we still have quite a way to go.

In addition to leveraging server virtualization technology, we've also begun using network and storage virtualization technologies. We're very interested in technology CA has developed to automatically provision and de-provision virtual servers and applications. And we're also looking into cloud computing as we build out our virtualization strategy for the next three to five years. Our goal in exploring all of these technologies is to help us further drive down costs and be more agile and flexible.

Question: When you measure AXA Tech's success, is it all about ROI?

Antonio DiCaro: The success of AXA Tech is not just measured on achieving financial targets. We care very much about quality of service.

We have formal service-level agreements in place with the AXA Group companies we provide service to, with penalties if certain service levels aren't met. Also, every year we rate ourselves based on a combination of objective availability measurements and a customer satisfaction survey completed by executives at the AXA Group companies who use our services. For the objective metrics, we measure the availability of 440 applications that the business units have deemed mission-critical.

About AXA Tech

A worldwide leader in financial protection, AXA Group serves 67 million clients and had revenue of €93.6 billion in 2007. AXA Tech is a 3,000+ person subsidiary that provides IT services to AXA Group.

For more of our interview with Antonio DiCaro, 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 Stephen Savage, SVP and Chief Information Officer

What are your current top three initiatives?
We are focusing our efforts in several critical areas of IT. Three top initiatives are: global deployment of an ERP system; development of an Enterprise Architecture methodology and roadmap, to balance management systems to enable the business and deliver value; and investment in and implementation of EITM capability solutions, to operate more efficiently and be the proof point for our customers.

What steps are you taking to demonstrate the value that IT delivers to the business?
On a daily basis, we need to manage the appetite of the business for IT Services in real time. In this new world of SaaS models and Managed Services, we must regularly demonstrate and prove the value of IT.

We establish a common ground between IT and the business through our governance model, where IT projects are identified by our Investment Council & Integration Committee. In FY08, 200 investment requests were received, 77 were approved, and 50 projects were delivered on time, on cost and on specification. Once IT services are delivered and the solution is successfully onboarded, our operations team takes over to manage to the corresponding SLAs.

Additionally, the Office of the CIO issues an annual report that recaps IT's accomplishments and outlines the role that these initiatives played in supporting the success of the business throughout the year.

What can customers expect to see at the Data Center Exhibit here at CA World?
At CA World 2007, GIS hosted 135 tours over three days, with eight tour areas, covering how we govern, manage and secure CA's enterprise. For CA World 2008, our platform is similar; however we are focusing on two types of tours: "Deep Dive" capability solution set tours (running 30 minutes) and "Overview Tours," which are high-level business sessions (running 60 minutes).

What is your view on Green IT and how is CA supporting this effort?
We are in the initial stages of understanding our energy utilization, as part of CA's Operations Energy Management & Green Governance initiatives. Sensors have been deployed on live circuits in two data centers, which capture and measure temperature, humidity, dust particle levels, vibration and air flow. This program will enable us to start tracking and viewing the amount of energy we consume for 150 office locations across 50 countries. Additionally, over the last year we have consolidated underutilized physical servers and replaced many physical servers with virtual ones. Currently, we are running nearly 400 VM sessions.

What hobbies or interests do you have when you are not wearing your CIO hat?
Last summer, I picked up fly fishing. Interestingly, I found that to catch fish, my ability, technique and preparedness was tested rather than my "fisherman's luck." Catching fish requires preparation to deal with every potential variable in your environment—including the time of year, the weather, the weight of your rod and reel, and even the bugs in the area. Once that preparation is done, catching fish is dependent on delivering the right cast, in the right location, at the right time. I find similarities between fly fishing and my daily business. ca

Are People the Forgotten Part of ITIL?

By Peter Doherty

ITIL® has always talked about People, Process and Technology but in any Service Management Program do they really get equal billing? Unfortunately, experience says a resounding *NO*.

From experience, the majority of ITSM Programs budget 65 % to technology, 30% to process design and only about 5% for other stuff.

There will always be exceptions but predominately these programs are being run by technical people who understand process and technology, not people.

There are three essential areas that need to be addressed to fix this without additional budget: *Communications, Learning, Leadership*.

Communications—As humans, nobody really teaches us to communicate, as a result we develop how we communicate based in large parts on personality traits. Once this has been ingrained in us we tend to always communicate in the way we like to have information presented to us, not the person we are communicating with. However, the best way to communicate is to present the information in a format the recipient is most comfortable with.

There are a number of techniques and one I am familiar with is the Herman Brain Dominance Instrumentation (HBDI) technique. This profiles a person based on 4 personality dominance areas: *Analytical, Detailed, Holistic, Interpersonal.*

By understanding how people fit into these sectors and the dominance within the sectors you can quickly determine the best way to tailor your communications.

Learning—A number of organisations think that once they have defined the processes, all they need to do is the stick them on the intranet. People learn in different ways, but there is a universal way that everyone learns—through immersion. When you immerse someone in the process and technology through scenario-based role playing workshops they will generally retain 75% of the information provided.

Something that I have been working with customers for the past few years is the concept of simulation workshops. These simulations will allow the attendee to design, execute and improve process and technology enablement in a controlled environment. This gets them to understand not only the how, but also the why.

Leadership—The difference between a manager and a leader is that a leader does not need any title or power to ensure that people want to support their shared goals. Most organisations train managers and not leaders, and YES, leaders can be made!

One of the key factors that makes a good leader is developing shared goals and responsibility for delivering on those goals.

A leader needs to concentrate on the mission as opposed to the mission statement—that means that they talk the talk, and, more importantly, walk the walk. They need to have a plan and communicate to their people. They need to develop their people by understanding what drives them and trying to make sure that their drivers are supported as part of the Service Management program. They develop their people in an atmosphere where questioning is good and the messenger is just the messenger and when people do good things they are rewarded and recognized on the spot. ca

Protecting SAP with CA SiteMinder®

As organizations are being required to have greater access to internal applications and architectural flexibility, managing enterprise resource application environments has become a pervasive issue. While ERP systems are typically leveraged to improve operations and administration, organizations are extending ERP services beyond their traditional, internal boundaries. In an effort to gain competitive advantage, organizations are enhancing ERP systems and processes to enable a direct interface with business partners, customers, clients, and vendors as well as their own employees. However, when attempting to enhance the value of ERP systems, there is a risk of unintentionally exposing a set of key security and compliance challenges such as additional passwords, increased operational costs and non-compliant strong authentication mechanisms.

The key to mitigating these risks lies beyond the types of technology employed; it is the alignment of business and technology that enables an organization to utilize an integrated and transparent information technology environment to support strategic initiatives. To assist our clients in achieving this alignment, Deloitte has developed the Enterprise Business & Security Optimization (EBSO) offering.

EBSO provides insight into the tangible business benefits associated with cross-product integration by utilizing real-world scenarios to showcase how an organization may increase its risk intelligence while also reducing complexity. A key component of EBSO is Protecting SAP with CA SiteMinder®, a joint service offering (JSO) that Deloitte developed with CA; This solution highlights Deloitte's ability to integrate and protect SAP using CA's SiteMinder® Web Access Manager,

This solution enables organizations to align functional requirements (i.e., enhanced end-user experience, increased security and compliance, etc.) with technology (CA SiteMinder®) and extend their traditional SAP environment, facilitating a secured and consistent end-user experience. The Protecting SAP with CA SiteMinder® solution also enables organizations to utilize a centralized access management process to provide seamless, integrated Single Sign-On (SSO) between various web application environments, including SAP. Additionally, this joint solution offering highlights several SiteMinder/SAP integration use cases that have been developed as part of the Enterprise Business & Security Optimization (EBSO) initiative.

Deloitte's Enterprise Business & Security Optimization: aligning information technology with organizational requirements, enhancing business value, and innovating through cross-product integration. ca

Enabling the ITIL® Service Management Processes Via Technology

by Randal Locke

ITIL Service Manager

The most important ITIL process to address is Service Asset and Configuration Management. Creating a CMDB begins with understanding the breadth and depth of the environment being managed, as well as its relationships and relationship types, and the attributes that are critical for each CI. Once this is done, all changes to attributes can be audited, whether they were manually updated or changed by a trusted source of CI data. With an understanding of the CIs, attributes and relationships, risk can be analyzed and impact within the environment can be determined. This will clarify the Business Services being supported and how to minimize the adverse impact of change to these services.

Next, the integration of other processes with Configuration Management can be implemented. Using an integrated Service Desk solution as a mechanism to pull together the Incidents, Problems, and Changes in the environment can provide a significant advantage. Technology enables the effective management of end user expectations and how current processes are functioning. For example, an end user outage can be tracked, as well as the amount of actual effort associated to that outage.

A Service Desk can function very effectively by leveraging its knowledge, while extending self-service capabilities (call avoidance) to the end user population. Implementing an effective Knowledge Management process can significantly increase the effectiveness of the Service Desk and decrease the Mean Time to Resolution. Having a tool that can leverage advanced searching capabilities is also a significant enabler to the ITIL Processes. Moreover, having the ability to not only manage knowledge documents, but also Known Errors, Workarounds and process documents, in the same application can significantly increase Service Desk capabilities.

Tightly integrating the CMDB with Change Management is also critical. This requires the ability to tie the CIs being affected by the Change, to understand the potential risk associated with the Change. When troubleshooting an outage on a CI, the Incident Management team will have the ability to see if there was a recent Change associated to this CI or service, and this can significantly decrease the Mean Time Between Failures for an organization.

Technology may significantly improve the management of processes, but be careful not to assume that technology is a "golden ticket" to solve all IT problems. Technology is only as good as the processes around it. First it must be understood what these processes are, then technology can be utilized as an enabler to these processes. Many organizations just want to dump all CIs into the CMDB and then start

Enabling ITL **continued on page 5**

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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Introducing Mainframe 2.0: Simplifying Mainframe Ownership

By Nancy Newfield

VP, Product Marketing

Today CA is formally announcing its Mainframe 2.0 initiative, a far-reaching strategy that redefines and dramatically simplifies ownership of IBM's z/OS platform. Underscoring the mainframe's unique value proposition, Mainframe 2.0 is designed to help CA's thousands of mainframe customers meet the challenges of an aging mainframe workforce, limited budgets and increasing pressure to control energy consumption.

To learn more about Mainframe 2.0, don't miss this key session: Standardize and Automate Your Mainframe Data Center Activities, given by Scott Fagen at 9:30 AM in Marco Polo 705.

The mainframe remains the most important platform in the world for critical applications and data, and mainframe workloads have escalated sharply in recent years as enterprises expand traditional workloads and add new workloads to this incredibly reliable and scalable platform. Moreover, because mainframes consume far less power and require far less physical space than distributed servers for equivalent workloads, they have become important components of organizations' efforts to meet "green" corporate mandates. But the approaching retirement of the industry's most experienced mainframe professionals concerns mainframe customers who need to ensure the continued viability of this environment.

CA Mainframe 2.0 addresses this challenge by enabling a new generation of IT professionals to effectively and efficiently manage even the most complex mainframe environments utilizing their existing skill sets.

As part of its CA Mainframe 2.0 initiative, CA will:

- Provide a familiar GUI for CA software management—for example, installation, deployment, configuration, maintenance—to allow new mainframe staff to use consistent, user-friendly interfaces similar to what they are familiar with for other non-mainframe products.
- Drastically reduce the human effort required to take a CA solution from delivery through execution by means of extensive automation and operational intelligence that insulate IT staff from the complexities of the IBM z/OS platform.
- Standardize how customers acquire and manage CA z/OS software. CA products will use SMP/E and follow z/OS packaging standards to provide the consistency and standardization that will make it much easier for staff to install, configure and deploy these products—and at the same time improve the mainframe's TCO equation.

Mainframe 2.0 is an important component of CA's overall mainframe strategy and underscores CA's commitment to the platform, which it has supported for over 30 years. As the world's leading independent provider of mainframe management solutions, CA is uniquely positioned to deliver the full range of capabilities that enterprise IT organizations need to sustain and advance the value that mainframes provide. CA's mission is to ensure that the mainframe and the CA solutions that manage and secure it remain Valued Today. Essential Tomorrow. ca

Mainframers—Don't Miss This Session on CA's Mainframe 2.0 Initiative!

Wednesday, November 19
Repeat of MF102SN—**Standardize and Automate Your Data Center Activities**
9:45 AM—Marco Polo 807
Hear Scott Fagen explain how Mainframe 2.0 will simplify and automate the delivery and installation of your CA z/OS software.

CA Customer Value Corner at CA WORLD 2008

Over 1000 meetings have been scheduled to take place over 3 days in the CVC where 60 rooms are dedicated for "one-on-one meetings". The CVC provides an opportunity for private meetings where CA Customers or CA Partners enter into dialogues with representatives of CA's Business Units, Sales, Services, Support, Development & other areas to expand knowledge of CA and CA's solutions.

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

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Mainframe and Multi-Platform Application Development

By Cindy Peake

Senior Product Marketing Manager

Join experts from around the globe during today's sessions as they discuss some of today's critical mainframe topics. Visit with developers and support staff for a one-on-one look at the products you rely on every day in the Mainframe and Multi-Platform Application Development Technical Campground in Titian 2002-2004!

Learn innovative strategies for planning your mainframe's future by attending these sessions:

Wednesday, November 19

Discover how Highmark used CA ACF2, CA Cleanup and CA Auditor for z/OS to meet compliance objectives and pass in-house audits in a multi-LPAR security complex. Highmark's Experience Using and Deploying CA's Mainframe Security Solutions to Meet Compliance at 8:30 AM in Bellini 2104.

CA Mainframe Security solutions provide a cohesive, integrated security approach that delivers true end-to-end functionality. Learn how CA ACF2™ and CA Top Secret® integrate and interact with CA's distributed Identity and Access Management Solutions. Cross-Platform IAM from the Mainframe to the Web: Integrating z/Series Security 9:45 AM in Bellini 2104.

Learn how an application performance view that connects new Java applications integrated with mainframe legacy environments can help identify areas of expensive resource consumption, saving mainframe resources and reducing costs. Exploding Mainframe Resource Consumption: Fiducia and AQM Solutions Fight against a CIO's Nightmare 11:00 AM in Galileo 901.

With remote offices and employees around the globe, it can be tough to learn best practices and optimization techniques from peers. CA NetMaster® Network Management Graphical Monitor—Customer Implementation at 11:00 AM in Marco Polo 706.

Join IBM and discover why organizations are not only staying on this powerful platform but also moving new applications there too. Mainframe Staying Power: Don't Just Stay on the Mainframe, Move There 1:15 PM in Marco Polo 706.

Discover CA's strategy for adoption of new technologies such as Linux, Web Services, enhanced user experience components, simplified deployment and many other technology innovations as they relate to CA mainframe Common Services during this two part series. CA Mainframe Common Services: State of the Union at 11:00 AM and CA Mainframe Common Services: Vision and Strategy at 2:45 PM in Marco Polo 705.

Customers are rediscovering CA MIM™ Resource Sharing and the cost benefits of sharing data and managing queues across systems. Join Zurich Financial Services for a discussion on the history of the solution and the reasons they chose to migrate back to CA MIM and replace IBM's GRS serialization capabilities. IBM GRS Migration to CA MIM 2:45 PM in Marco Polo 702.

Halifax Bank of Scotland (HBOS) produces 260 million mail packs per year via their IBM3900/4100 printers. Due to their sensitive nature, it is a requirement of the Financial Services Act (FSA) that companies be able to audit these mail packs. Discover how CA Enterprise Report Management contributes to this solution. Halifax Bank of Scotland: Using CA Output Management for Confidential Information Delivery 2:45 PM in Marco Polo 704.

Are you on a mission to get rid of your SAS licenses? There is a way out, without losing everything you have. Learn from the experts how to work with WPS, how it interfaces with CA MICS™ Resource Management and how to save money with this new integration. An Alternative to Using SAS—The World Programming System (WPS) 4:00 PM in Galileo 902.

Learn more about the trends and benefits of process automation and how to ensure that documents and data related to policies, standards and procedures are shared in a fluid manner between solutions. Improve Quality of Change Implementations by Integrating Problem and Change Management Processes 4:00 PM in Marco Polo 707

Meet face-to-face with the CA Datacom product team. Meet the Staff 4:00 PM in Bellini 2005.

Thursday, November 20

Garanti Bank is the recipient of the Global Finance award in recognition of its award winning core banking package. Learn about Garanti's core banking application, developed with CA Gen and secured and managed by CA software. Garanti's Financial Application Powered by CA Gen at 8:30 AM in Bellini 2003-2004.

Learn about strategies for planning your future mainframe resources. Preparing for a New Generation on the Mainframe 9:45 AM in Marco Polo 705.

Learn more about the CA MICS usability enhancements that make it better, easier and smarter than ever. MICS It Up—Improving the CA MICS Experience 9:45 AM in Marco Polo 707.

Learn about the latest CA solutions for IMS for z/OS and how they can assist in the efficient streamlining of IMS management. IMS Shop? Opening up the CA Tool Chest for Effective IMS Management 11:00 AM in Galileo 901.

Join CA Partner, Nexio and learn how CA Allocate™ DASD Space and Placement enables you to improve performance and decrease the amount of CPU overhead associated with the allocation and placement of files. CA Allocate Conversions at 11:00 AM in Galileo 902.

Join Protech education and services for two sessions on CA's mainframe Systems Management solution CA SYSVIEW® Performance Management. CA SYSVIEW Functions at 9:45 AM and Using CA SYSVIEW IMODs at 11:00 AM in Marco Polo 706.

Explore best practices in using SQL access methods for your new CA Datacom® applications. CA Datacom SQL Plan Management 11:00 AM in Bellini 2005.

Discuss how you can exploit the power of the mainframe in your organization. The Mainframe Revolution: How to be in the Drivers Seat 11:00 AM in Marco Polo 702. ca

The Mainframe of Tomorrow

By Cindy Peake

The CA World agenda includes several sessions that will help you plan for the future of your mainframe. Many organizations are not only staying on this powerful platform, but also moving new and existing applications to the mainframe. Join IBM on Wednesday at 1:15 PM in Marco Polo 706 for **Mainframe Staying Power: Don't Just Stay on the Mainframe, Move There** and discover why. Also learn more about IBM strategies to save energy, reduce total costs and increase your mainframe economies of scale.

As the users rediscover the mainframe, they are also realizing that their mainframe workforce is about to retire. It's time to bring a new generation on board to learn from the current experts and discover new ways to manage the mainframe. Attend **Preparing for a New Generation on the Mainframe** on Thursday at 9:45 AM in Marco Polo 705 to hear about strategies that work and the many opportunities that a new generation of mainframe technologists and technologies will bring. Discover how mainframe product integration and innovative solutions from CA, such as Eclipse plug-ins, web-based workstations and wizards, will simplify tasks and provide a single point of control for cross-platform management.

As we prepare for the next mainframe generation in this era of what is often called "server sprawl", many enterprises are reconsidering their overall IT strategy. The excessive cost of expanding or building new data centers, "Green IT", disappointing reliability and the high cost of managing distributed systems are all at the top of CIO agendas. At the same time, the IBM mainframes that have been running your critical systems for decades have changed dramatically. More powerful and reliable than ever, they are now capable of running applications more efficiently and at a lower cost than distributed platforms. Join us for **The Mainframe Revolution: How to be in the Driver's Seat** on Thursday at 11:00 AM in Marco Polo 702 to discover the power and possibilities of the mainframe in your own organization.

Data Center Tours at CA World 08

See how we govern, manage, and secure CA's enterprise at CA World. We offer two distinct areas—30 minute "Deep Dive" capability solution set tours and 60 minute "Overview Tours" that offer a higher level business overview. From the opening of the show floor GIS has hosted 43 tours with 65 customers. ca

Enabling ITL **continued from page 3**

building relationships. However, it is much more effective to determine the Scope of what is being managed in the CMDB, then import only those CIs necessary to map to the Business Services. Then, Change Management to these CIs, and back to the Business Services that these CIs are supporting, can begin. Functions can be automated, where it makes sense, but, do not try to automate things when there will be no return on the investment in the people, process and technology that automation requires.

Finally, it must be understood that technology is only an enabler to the Service Support processes; it cannot and should not be utilized to define a process. Once a process is defined, technology can be utilized to make it more efficient and aid in the continual service improvement plan for the Business Services being delivered. ca

85% of Nevada is federally owned including the secret Area 51 near the little town of Rachel.

CA ERwin® Integrates with Exeros X-Profiler for Data Profiling & Legacy Data Management

CA ERwin® Data Modeler is pleased to introduce integration with Exeros X-Profiler. This combined solution provides the first comprehensive offering for cross-system data profiling and analysis integrated with data modeling. Using CA ERwin Data Modeler and Exeros X-Profiler, data analysts can now analyze the data in legacy systems, generate column level statistics, and populate CA ERwin Data Modeler with the data structure information for future modeling.

This powerful combination can also be used to perform cross-system analysis, comparing the data in any data source with other data sources or with data in an existing data warehouse or master data management hub. The cross-system understanding that is derived from this analysis simplifies the integration of new data sources into a data warehouse, enables the consolidation of data marts into a single data warehouse, and provides the analysis required for creating and modeling a MDM hub. This combined solution of CA ERwin Data Modeler and Exeros X-Profiler delivers unparalleled analysis and modeling capabilities. Visit Booth 241-2 for a demo today!

Economical Pricing To Meet Your Needs

CA Recovery Management solutions are now available in four different pricing models.

CA a la carte Pricing enables customers to select individual options and add functionality as their technology needs grow, budget permitting.

CA Simplified Pricing provides complete product suites based on the server's business role and contains all the options necessary to protect your data in any storage configuration. Pricing is per server so everyone knows exactly what it will cost to protect each server.

CA Managed Capacity Pricing provides access to the entire CA Recovery Management solution – CA ARCserve® Backup, CA XOsoft™ High Availability and CA XOsoft Replication. Pricing is based on the total amount of data being protected, regardless of how many servers or storage devices are in the customer's environment, enabling customers to deploy all the necessary components anywhere within their environments as many times as they want.

CA Instant Recovery On Demand, a turn-key managed business continuity and disaster recovery service delivered via the internet as a cloud service, is now available in a SaaS subscription model. By having CA partners host your data and bear the costs of a secondary DR site, this service lowers the TCO for enterprise-level, application high availability.

Learn how to use the CA Recovery Management pricing models to your advantage, attend BIR06SN **The Price is Right** tomorrow at 9:45 AM in the Marco Polo 805 Room.

Align Your Budget to Critical Business Initiatives, Using Portfolio Management

Based on a Conversation with David Hurwitz

Vice President of Governance Marketing

As each division within your company maps out projects to meet and beat departmental goals, almost every decision is sure to impact the IT organization in some way. However, when you're explaining to the CEO why IT can't handle this relentless demand for new services, you're going to need a definitive response.

A Project and Portfolio Management (PPM) solution can help by providing the basis for a fact-based discussion on how to best deploy limited IT resources and meet overall business goals. "Portfolio management allows you to propose alternative scenarios and workloads that IT organizations can live with," says David Hurwitz, vice president of governance marketing for CA. "It enables you to have a realistic business discussion with the executive officers without portraying IT as the bad guy."

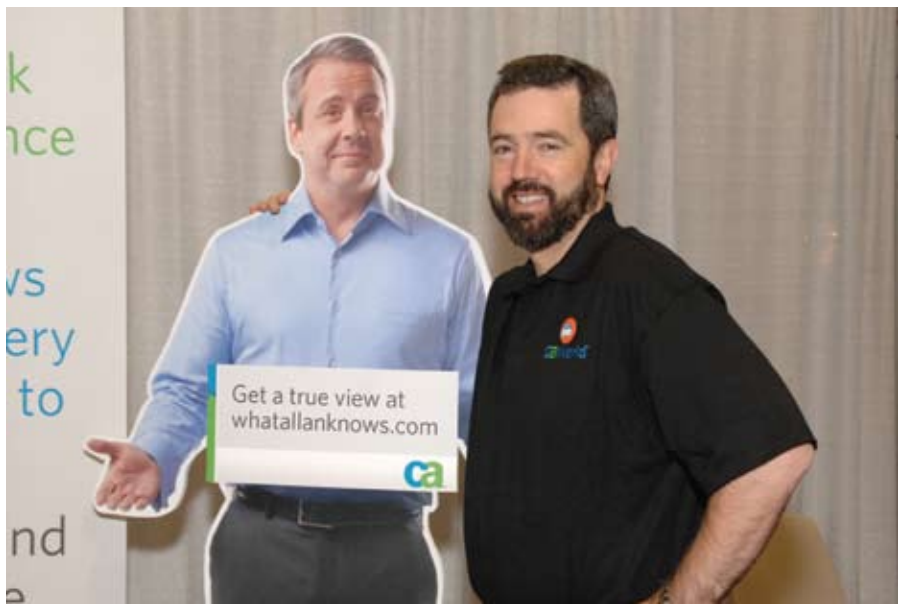
PPM tracks IT spending on projects and delivers real-time visibility into costs, resources and the status of projects. Ultimately, PPM enables you to align IT spending and staffing decisions with your company's strategic priorities by providing the information to balance allocations and budgets.

PPM is essential today because IT functions as a shared-services organization for internal departments such as marketing, finance, sales, manufacturing and customer service. Each of these divisions depends on IT to deliver high-quality solutions, with control and predictability, to meet their objectives. Yet in planning for IT, individual projects are often approved in the abstract, with no overall analysis of the effect on IT as a whole.

"With each client saying 'Here's what I want for my team,' the resulting workload could be between three and ten times what IT is provisioned to deliver," says Hurwitz. "So IT has an interest in making that demand known. PPM is a way to get division heads and the CEO to come to a structured process to best use IT's scarce resources."

What's more, the allocation of IT assets must be in alignment with the strategic priorities of the enterprise. The first step in meeting this goal lies with the CIO, who should form a steering committee to create a structure for allocation and alignment, Hurwitz says. "IT can present the set of future demands on the department and then present alternative scenarios that will help meet the increased demand," Hurwitz says. "The success of this strategy lies in backing up those scenarios with irrefutable facts."

Despite the many benefits, implementation of PPM is often pushed to the following year because of higher-profile revenue-generating projects and priorities. "IT is often treated like the proverbial shoemaker that runs around barefoot," Hurwitz says. "But if you want to deliver the highest return on your IT resources, then PPM is well worth the investment." ca



David Hurwitz (R), VP Governance Marketing, with renowned governance expert Allan Peterson.

Retention of Information: Managing the Lifecycle of Records

Based on a Conversation with Dr. Galina Datskovsky

Senior Vice President and General Manager of Information Governance

"If you don't have a records management policy or framework in place, you will undoubtedly get yourself in trouble sooner or later," says Dr. Galina Datskovsky, CA senior vice president and general manager, Information Governance.

Data-retention policies help ensure that your organization is prepared in the event of litigation, audits or investigations. When determining these policies, Datskovsky says it's essential that every retention policy decision be considered within the framework of Information Governance, a field of information management that applies policies and risk metrics to all information assets within an organization. These assets can be paper or electronic documents, and can include email, instant messages and voicemail records as well as structured data such as that produced by accounting systems.

In formulating a policy, first define what your organization considers to be an official record. Next, set guidelines on how long to retain each record type that will be vetted by legal counsel and/or auditors to ensure compliance with legislation and regulations such as the Sarbanes-Oxley Act (SOX), the Health Insurance Portability and Accountability Act (HIPAA) and regulations from the Financial Industry Regulatory Authority (FINRA). Finally, communicate this policy to all employees, and ensure that it is incorporated into the standard business workflow.

That's a lot of effort, but remember the end goal—to enable smooth and less-costly discovery in the event of litigation or audit.

"I absolutely recommend that people don't keep everything forever or destroy everything immediately. Both of those are very dangerous tracks," Datskovsky says. "You have to evaluate each individual business and its practice, and then design a policy accordingly so that you are always in compliance and can show consistency in your practices."

After guidelines have been developed, products such as CA Message Manager and CA Records Manager can take these policies and schedules and uniformly automate them across the enterprise. This allows organizations to make Information Governance integral to every decision because policies and management of data are centralized and automated.

Using this proactive approach, it's easier to keep records manageable in the event of discovery or audit, and to continuously trim outdated data.

After all, Datskovsky says, "It's always easier to find a needle if you have less hay."

Learn more at: GI622SN, Is the Freedom of Information Act (FOIA) for Government Only? Is Discovery for Everyone Else?, Wednesday, at 8:30 AM in Veronese 2505-2506; and GI616SN, Unifying Privacy, Information Security and Records Management Showcasing Western Union, Wednesday, at 2:45 PM in Veronese 2406.

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

Changing the Economics of IT with EITM and Service Availability Management

A recent survey of CA users by independent analyst firm IDC revealed some striking data demonstrating that CA solutions for Enterprise IT Management (EITM) change the economics of IT—yielding an average direct cost savings of $9,621 per 100 users and an average revenue increase of $3,198 per 100 users.

At the heart of these numbers are cost reductions, increased productivity and improved operations. Cost reductions are as far-ranging as capital expenditure avoidance (optimizing existing hardware and software), lower telecommunications expenses (optimizing bandwidth utilization), and the elimination of management tools (deploying CA management suites).

CA solutions increased staff productivity and improvements in delivered IT services. Key contributors to the benefits were Application Performance Monitoring (APM for web-based applications), Infrastructure Management (IM for networks, systems and databases) and Service Management (for service catalog, service desk, CMDB, etc.) solutions.

Application Performance Management (APM) solutions on average yielded: **20% reduction in helpdesk calls, 71% reduction in performance degradation, 50% improvement in mean time to repair.**

Infrastructure managed (IM) solutions on average yielded: **40% reduction in helpdesk calls, 30% reduction in downtime, 20% improvement in meantime to repair.**

Independent studies have also found that as IT organizations deploy more CA integrated solutions, benefits were multiplied and overall ROI increased. A growing example of this is Service Availability Management: the integration of APM and IM.

Uniting CA IM and CA Wily APM

Working together, CA IM and CA Wily APM products enable Service Availability Management and provide immense value by delivering assured visibility, assured predictability, and assured root cause determination.

CA Wily APM monitors business transactions across the entire infrastructure and manages performance according to SLAs, even down to the individual user. When CA Wily APM notices that a business transaction, such as an inventory query or an ecommerce shopping cart check-out, is performing poorly, its triage capabilities determine if the problem is in the application or in an infrastructure domain (i.e., network, system or database). When triage determines that the source of degradation is the application itself, CA Wily APM provides detailed root cause analysis. It sends performance warnings and alarms, triage results and application root cause diagnosis to the CA SPECTRUM Network Fault Manager (NFM) Service Manager & Dashboard.

Application support engineers can drill down from a CA Wily APM alarm in the CA SPECTRUM NFM Service Dashboard to the CA Wily APM dashboards to see the application root cause details. For example, CA Wily APM can tell if the slow application response is due to depletion of threads and other resources, memory leaks or internal failures within a Java server or .NET server. Early identification, triage and root cause analysis of this problem through CA Wily APM allows it to be addressed before sales quotes and online orders are stymied.

When CA Wily APM indicates an infrastructure problem, such as a network problem, it can be confirmed by correlating infrastructure alarms from CA SPECTRUM NFM and CA eHealth® Network Performance Manager (NPM). Drilling down from the CA SPECTRUM NFM dashboard, network operations center personnel can see the root cause, such as a router's hardware failure, buffer overload and excessive dropped packets or CPU over-utilization. Monitoring other technology domains, CA SPECTRUM NFM and CA eHealth NPM can just as easily pinpoint issues such as excessive database faults or insufficient server memory as the root cause.

Correlating and alerting the service dashboard of impending IT degradation thresholds or SLA violations from both the business transaction and the infrastructure perspectives improves predictability. Corroborating evidence about the source of issues from both perspectives also allows root cause analysis conclusions.

Service Availability Management is featured in Booths 351 and 348, as well as sessions with identification numbers beginning with "BIS." ca

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Melissa Sargeant, Product Marketing Director, CA Wily Business Unit

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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.

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An Insider's View to Building a Vision of CMDB Federation

Marv Waschke

Vice President of Development and Sr. Advisor for Product Management

Over a year ago, the CMDB Federation (CMDBf) consortium technical committee gathered at Microsoft for interoperability tests based on a specification that was not complete enough to call a draft. These were experienced engineers from each of the consortium companies—BMC Software, CA, Fujitsu, HP, IBM and Microsoft—and the atmosphere was friendly.

The group published a white paper entitled "The Federated CMDB Vision" describing its vision of CMDB federation—one in which a federated CMDB accesses Configuration Item (CI) data from other data sources via standardized interfaces.

The prototypes were all implemented on laptops and for connectivity, someone brought a home wireless router. A private wireless LAN on a corporate campus is seldom permitted, and this caused a little nervousness but no one interfered. There was some drama as combinations were tested and checked off on the grid displayed on an overhead projector. It quickly became apparent that, with some last minute tinkering, it all worked. The theoretical spec would work in practice.

The CMDBf spec addresses real and pressing problems. Every CMDB vendor federates their CMDB. They must—customers demand it and best practices require it. However, federation is expensive. Without a standard, every federation is a one off project with no guarantee of success. Nevertheless, the market demands that CMDB vendors absorb the expense and federate. CMDB vendors all implement federation and often compete on the strength of their federations.

CMDBf vendors recognize that IT management products can't be engineered as standalones anymore. An application must have ROI in its own right, and it must also add value to the whole system, with parts from many vendors. The vendor who works with the most other players wins.

The CMDBf team believes in standards. So they met twice a week, every week to discuss query languages one meeting, incompatible inheritance systems the next. The results of these effects are the specification that was published and delivered to the Distributed Management Task Force (DMTF). ca

CA Manages Microsoft Environments

Keeping a constant flow of communication through your organization via email, voice, text and faxes is critical to the success of your business. As the popularity of Microsoft Exchange Server has continued to grow, it has become the foundation for unified messaging. Any server downtime or performance degradation will have an instant and direct negative impact to your service availability and your bottom line. To "manage more with less," the automated monitoring tools and advanced reporting capabilities of CA NSM allow you to operate your entire system infrastructure—Windows, UNIX and Linux in a cost-efficient and effective manner. CA has aligned its management capabilities with Microsoft's view of unified messaging, so management of vital communications can be done with the same tools used to manage the rest of your infrastructure. CA NSM consolidates infrastructure management for Active Directory and Exchange reduces the complexities and the costs of deploying and managing with a centralized management command center, the MCC. Learn more about these powerful capabilities and techniques at session BID32SN Managing Microsoft Environments (Active Directory & Exchange) with CA Unicenter Network and Systems on Thursday from 9:45 AM – 10:45 AM in Casanova 605.

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CA Drives Innovation in New Product Development with CA Clarity® PPM v12

CA has just announced CA Clarity Project and Portfolio Manager (PPM) for New Product Development (NPD). This new version of the award-winning CA Clarity PPM solution provides comprehensive product portfolio management, streamlined idea-to-launch management and detailed requirements planning capabilities. When applied to an organization's NPD initiatives, CA Clarity PPM for NPD v12 helps optimize resources, shorten time to market, increase innovation and reduce development costs.

"Product, process, and people performance management and analytics is critical for successful new product development and launch (NPDL), especially in a struggling economy where companies are trying to squeeze maximum performance out of their products, the people that develop them, and the companies that source them," said Michael Burkett, Vice President, AMR Research in an article titled, "PLM Top Business Drivers for 2008."

CA Clarity PPM for NPD is an integrated solution that incorporates industry best-practice processes used to drive NPD initiatives, including:

Product Portfolio Management helps executives better align innovation and business strategies by tracking product development priorities and resources in a portfolio view. It provides visibility into product portfolio composition and status; real-time comparisons between planned product costs and resources and actual results; and automated scenario planning to help optimize NPD resources.

Idea-to-Launch Management enables capture of new product ideas and prioritization of concepts through idea-to-launch management that increases the rate of innovation. With support for top workflow management processes, Stage-Gate® and PACE®, organizations can leverage pre-built best practices to streamline and improve gate reviews and decisions by stage, automating the complex innovation process.

Requirements Planning ensures that new products have the right features. Integrated requirements planning capabilities automatically compile roadmaps with product-specific plans and features, and assign projects based on available resource capacity.

Accelerated Time-to-Value drives customer ROI. CA Clarity PPM for NPD is bundled with best-practice content and rapid implementation services that speed deployment and boost user adoption. With faster adoption, organizations can implement NPD best practices quickly and efficiently to improve product success rates.

"In challenging economic times, organizations focus on two key areas of business – driving and maintaining revenues, and closely managing and controlling costs," said Michael Metcalf, CA's NPD product marketing director. "CA Clarity PPM for NPD helps organizations keep product development costs under control and promotes product success." ca

CA Clarity® PPM Delivers Visibility, Functionality to Maximize Resources

CA has introduced a major new version of CA Clarity PPM to help organizations improve IT governance, reduce the high rate of project failures and extend the benefits of project and portfolio management (PPM) into other areas of the enterprise. CA Clarity PPM v12 adds capabilities to streamline the planning and tracking of requirements, improve collaboration with project and portfolio stakeholders through the most popular collaboration tool, Microsoft SharePoint, and leverage the market-leading functionality of the system outside of IT. Significant improvements in functionality, integration and automation work together to enable IT executives to better engage with their business stakeholders and IT managers to drive greater efficiency within IT, in project planning, resource management and financial accounting.

The most important features of CA Clarity PPM v12 include:

Holistic Requirements Planning bridges the gap between strategic planning and project execution. For the first time, PPM users can capture requirements from their customers, translate business requirements into actionable IT deliverables and detailed product roadmaps, and provide requirements traceability throughout the project lifecycle.

Business Intelligence integrates seamlessly with Microsoft SharePoint and Business Objects reporting. With direct integration to SharePoint, project managers, stakeholders and IT executives can seamlessly collaborate atop a familiar Web 2.0 platform to get updates and work together on project scope, plans, documents and action items. Integration with Business Objects enables users to create and tailor BO reports using CA Clarity PPM data in a pre-built environment. CA Clarity PPM v12 ships with pre-configured Business Objects reports and a pre-defined universe to allow ease of custom development.

Accelerators that Extend the Adoption of PPM beyond IT includes modules that facilitate PPM software use outside of the IT department, specifically for new product development (NPD) and for compliance with U.S. federal government mandates. Pre-configured idea-to-launch and product portfolio management develops and creates new products efficiently. Incorporated advanced earned value management and reporting helps U.S. federal agencies and their prime contractors comply with mandates for ANSI/EIA-748-A reporting. This new capability in CA's solution for U.S. federal agencies adds to the existing support for OMB reporting and Federal program management.

CA Clarity PPM v12 incorporates numerous enhancements requested by the nearly 1,000 customers actively using the software. The new version will be available to existing and new customers for electronic delivery, and through CA's new CA Clarity PPM On Demand service, on November 25, 2008. ca

Information Is Your Business

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DM Review is the leading single source of information on business intelligence, data warehousing and information management — delivering market leading insight through interviews, case studies, features and columns written by our staff along with the best consultants, practitioners and technology solution leaders the industry has to offer.

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In 1966, Howard Hughes begins his infamous stay at the Desert Inn. By 1968, Hughes purchases the Desert Inn after being asked to leave by hotel management.

Virtualization Corner

Realizing the Value of Virtualization: Six Key Considerations for Management

By Lakshmi Pedda

Senior Product Marketing Manager

The management of virtual server environments is quickly emerging as a top challenge for enterprises of all sizes. As IT organizations accelerate the deployment of mission critical applications in production on virtualized environments, executives and IT staff need to change the way they think about managing both virtual and physical assets. So what are the six key considerations for improving operational efficiency, reducing risk, lowering cost and ensuring system availability?

Develop a Management Strategy—When managing multiple diverse virtual and clustered technologies, the recommended approach is a single tool that provides a centralized dashboard view of disparate data that is standardized and normalized. This offers high transparency, resulting in optimized systems, decreased Mean-Time-to-Repair (MTTR) and fewer helpdesk calls, which will have a positive impact on your operational efficiency (your highly skilled staff can focus on strategic projects).

Mapping Physical to Virtual Systems—Virtual Machines (VMs) must be mapped to physical servers in a way that is visually understandable and monitored for utilization and capacity. Advanced discovery provides valuable knowledge about the virtual host, its sessions and their relationship. Coupled with an additional functionality like visualization, you have a comprehensive centralized view of every virtual and physical machine on a given system and their relationship to the business processes they support.

Insights into System Performance Metrics—Simply consolidating physical servers to virtual servers does not mean utilization rates are maximized. Therefore, virtual management solutions need to provide IT with an understanding of both host machine and VM performance, and utilization rates. Real-time and historical performance metrics can be used to automatically establish baselines and thresholds improving resource optimization. These trends in performance and utilization will enable better capacity planning with every exercise IT undertakes. The value of the virtualized management solution will be maximized when these steps are in place.

Optimizing System Resources—When evaluating a server virtualization solution it is important to take into consideration a) can this solution manage a heterogeneous environment so IT has an overall picture of performance and utilization rates to make intelligent decisions that support business priorities and b) does it have the ability to automatically allocate and re-allocate system resources like CPU and memory within the host server before engaging in live migrations across other hosts? This key functionality will ensure that resources are balanced and maximized. Conversely, not having this functionality can result in inefficient, ineffective and inaccurate use of resources (over-provisioning in most cases).

Leveraging Policy-Driven Automation (avoiding virtual sprawl)—One of the key aspects of virtualization management is keeping track of the business context that IT services deliver. Policy-based automation enables the virtual server infrastructure to respond to changing conditions while taking overall IT service delivery into account. If there is a resource contention for the virtual sessions, the management tool should be able to intervene based on the priority of the services that those virtual sessions are supporting. Policy-driven automation also improves resource optimization techniques by balancing resources based on set policies and in response to business demands.

Plug-ins to Key Enterprise Managers—Before moving virtual servers into mission-critical production environments, IT should review how virtualization fits into the overall IT infrastructure and data center automation initiatives (i.e., integrations with higher-level enterprise managers such as network management tools, data center automation, and service availability). This data collection and the ability to make intelligent policy and/or resource adjustments dynamically is critical for successful IT services delivery and the overall health of an enterprise's top-line and bottom-line growth.

Virtualization demands rigorous discipline to ensure that its potential benefits aren't cancelled out by the downside of virtual sprawl. With careful planning and employment of best practices, such as those suggested above, enterprises can avoid the pitfalls and reap the true benefits of virtualization. ca

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funfacts **1928** - *Time* magazine presented its cover portrait for the first time. Japanese Emperor Hirohito was the subject.

Helping Prove Compliance with CA Log Management

Today's expanding regulations are requiring organizations to collect, store and—arguably the most challenging—regularly review and act without delay on log data. Organizations, from a Fortune 500 company to a small retail chain and regional hospital must demonstrate that they have proper IT controls in place that are working effectively. These organizations all have an urgent need to prove compliance in the most cost effective manner. Today, many organizations are turning to log management solutions to provide a continuous trail of activities within their IT systems and the critical data therein, and to produce reports for compliance purposes. SOX, PCI, HIPAA, FISMA, EUPD and other regulations have dramatically transformed log management from a "should do" to a "must do."

Managing security event logs is complex, expensive and requires considerable investments in man-hours and money for policy, infrastructure, implementation and ongoing execution. Internal and external auditors are often pressuring you for events details. Each system, application and security device on your network is constantly generating millions of records—related to activities such as system configuration, access rights and user activity logs—right now and every minute of every day. Not only do these logs provide a wellspring of information to help better secure and manage corporate resources, they help prove regulatory compliance—if you can aggregate and decipher all the data they contain.

That's where log management comes in. Log management helps organizations cost effectively collect, archive and normalize enterprise-wide, security-related data that can be invaluable for security investigation and compliance reporting. Most companies soon discover additional value: a normalized and aggregated view of system, application and network device logs helps their staff quickly troubleshoot and identify the root cause of IT problems.

Often, the most critical use cases relate to detecting inappropriate use of privileged accounts. Privileged user accounts often have access to sensitive data such as employees' Social Security numbers, credit card numbers and health records, as well as the company's business and financial records. Privileged accounts also possess the ability to modify logs, covering the tracks that would otherwise quickly identify inappropriate actions. Log management solutions complement existing Identity and Access Management (IAM) deployments to ensure these access rights are not used inappropriately.

To effectively comply with regulatory mandates, you must have a consistent and repeatable process for identifying control violations and ensure each violation is appropriately addressed. Should your company suffer an internal data breach, you'll want to know exactly who did what and when – and fast. Log management solutions can provide those answers quickly and efficiently generate a complete record of all system activity for you and your auditors.

Automation of log management is essential. Without an automated log management program, it is nearly impossible to do a good job of meeting regulatory requirements. All organizations that must adhere to compliance regulations need to be able to promptly respond to questions from auditors, as well as monitor actions.

CA Enterprise Log Manager r12, a new product from CA, delivers an automated log management solution that provides real-time data collection, visual log analysis and compliance reporting of security data. It streamlines log management processes, enabling you to quickly monitor, investigate and report on activity across the IT infrastructure.

Join us today for SG202SN Technical Introduction of CA Enterprise Log Manager r12 at 9:45 AM in Bellini 2105. Attend the hands-on lab session SG210LN Enhancing Identity Intelligence with Enterprise Log Management at 11:00 AM in Sands MR303-304 to get up close and personal with the product. Visit us at the CA Exhibition Center to see more of it in action. ca

Ask AI

Dear AI,
Your two worlds—poker and technology—have collided with internet poker sites. What do you think of these sites? Also, I'm still stinging from a bad beat at the poker table yesterday. I thought I had a winning hand with four kings, but was called by a guy with four aces. What's your worst bad beat?

Sincerely,
Kings in the Moat

Dear Kings,
That's a tough beat. I don't discuss my bad beats, because it can create doubt and may negatively affect future play.

Poker is simple. When you think you have the best, move all your chips in the pot and let the cards fall. Just like in business, if you make the best possible decision with all available information, you deal with what results.

As far as internet gambling, I am not in favor of it. Just because it's technologically possible, doesn't mean one should do it. There is too much opportunity for unscrupulous people to "game" the systems (no pun intended). When I play, I play where I have an advantage. If you want to see me raking in chips, check me out at a real poker table.

Cheers,
AI

CA: A Vendor With A Difference

CA is looking for feedback from customers on the options to ease adoption of IT Service Management practices. We are not just putting a new label on an existing product-we are asking for your requirements to create a product that will support an emerging dimension of ITSM.

ITIL (in all its versions) is not a standard and needs to be interpreted before adoption. Interpretation in IT translates to modified and once adapted means difficult to manage and expensive to implement/run. There is a relationship between innovation and cost when it comes to implementing standard systems and processes. ITIL provides the definition and high level segregation of processes to ensure each discipline is defined.

The concept of IT Service Design is evolving as the understanding of impact/benefit increases. However the market is struggling given the sheer breadth and depth this discipline needs to cover. This issue is compounded by the assumption technology will address all of our IT problems – for IT Service Design it certainly doesn't – if you can think of a piece of technology that allows an enterprise architect define an IT Service and link it to all technology elements it will touch during execution, in an automated fashion-let us know.

IT Service Design should be used as the catalyst for new service introduction, whilst maintaining/enhancing the existing services already in production. The adoption must be institutionalized and IT needs to be anchored by this discipline – it most instances it will require a new function to be created.

Stop by the ITIL booths in the Exhibition Center and tell us what you think. ca

Better Results. Together.

Channel Partner Symposium Opening Session

Bill Lipsin, Corporate SVP of Global Channel Sales, opened this year's Channel Partner Symposium (CPS) on Monday with a continued commitment of mutual partnership and a supporting program that is lucrative, consistent and fair. This year's CPS, attended by over 600 partners from around the world, includes an entire track of sessions developed by the Institute for Partner Education and Development to help partners become "Best in Class." Lipsin encouraged partners to learn, exchange ideas, network and have some fun.

Get Answers & Ideas at CA World Technical Campgrounds

CA World Technical Campgrounds provide an opportunity to experience and discuss CA products firsthand, with CA experts in product and technical development, L1 and L2 support, and QA. Technical campgrounds are popular for learning about best practices, support online, and new product features, as well as for discussing implementation plans or addressing specific technical concerns.

Technical Campgrounds are organized around the following topics, each of which is associated with a series of CA products: **CA Enterprise IT Management (EITM) Integrations**, **Governance**, **Infrastructure Management and Data Center and Workload Automation**, **Mainframe and Multi-Platform Application Development**, **Security Management**, and **Service Management and Application Performance Management**.

The Technical Campgrounds are held in the second floor Titian meeting rooms. You can schedule an appointment by visiting any individual Technical Campground. Hours are: today, Wednesday 8:15 AM – 5:30 PM; and tomorrow, Thursday, 8:15 AM – 12:00 PM. ca

Going Green

Being Green at CA World 2008

You may notice we provided water bottles for all attendees this year. Moving to personal, refillable bottles will save over 150,000 disposable plastic bottles at this event alone!

Green Tip

Go paperless. Consider reading your newspaper and magazine subscriptions online. Switch to electronic banking and credit card payment, too.

A 1910 law made it illegal to gamble in Las Vegas.

A Powerful Tool to Manage Privileged Users

Privileged users with full access to the company's critical servers represent a significant risk to the organization if their capabilities are not managed and tracked. There are two important ways to limit this risk. The first is to create policies to enforce the principle of least privilege so that important data and processes are not overexposed. The second is to track sensitive activities and alert the organization when abnormal events occur.

An effective solution would enable IT administrators to apply specific, fine-grained controls to match each user's server-access rights with his or her role, thereby minimizing security risk. CA Access Control, part of CA's solution for server resource protection, can fine-tune user rights to ensure that there is appropriate access to data, files and applications. For instance, it could give a particular user read-only access to a certain files only during the hours of 8 AM to 6 PM — and only when logged into the network on site.

CA Access Control also provides proactive reporting to help you monitor policy distribution and report on sensitive server activities. For example, the out-of-the-box reports show what policies are in place and highlight any target endpoints that do not have the proper set of policies. This gives you real-time visibility into the status of policies and whether they have been correctly applied. It also makes compliance easier by tracking and auditing events as they happen, then securely storing that information for the appropriate period of time.

Organizations that have installed tools like CA Access Control can realize tangible benefits and cost savings. For instance, it provides a consistent, high level of security across all major platforms from one easy-to-use management console. This significantly reduces the cost of providing server management and security across the enterprise. CA Access Control can also cut the time and money required for compliance audits, which can cost organizations millions of dollars each year. The out-of-the-box reporting and audit capabilities reduce the need to build new reports and eliminate the need to manually aggregate data.

CA Access Control helps organizations apply the correct level of security around server-based resources (data, files and applications) while reducing administrative costs by allowing centralized security management of large, mixed server environments, and providing proactive reporting to support continuous compliance. ca

Compliance Simplified Through Specific Policy Sets

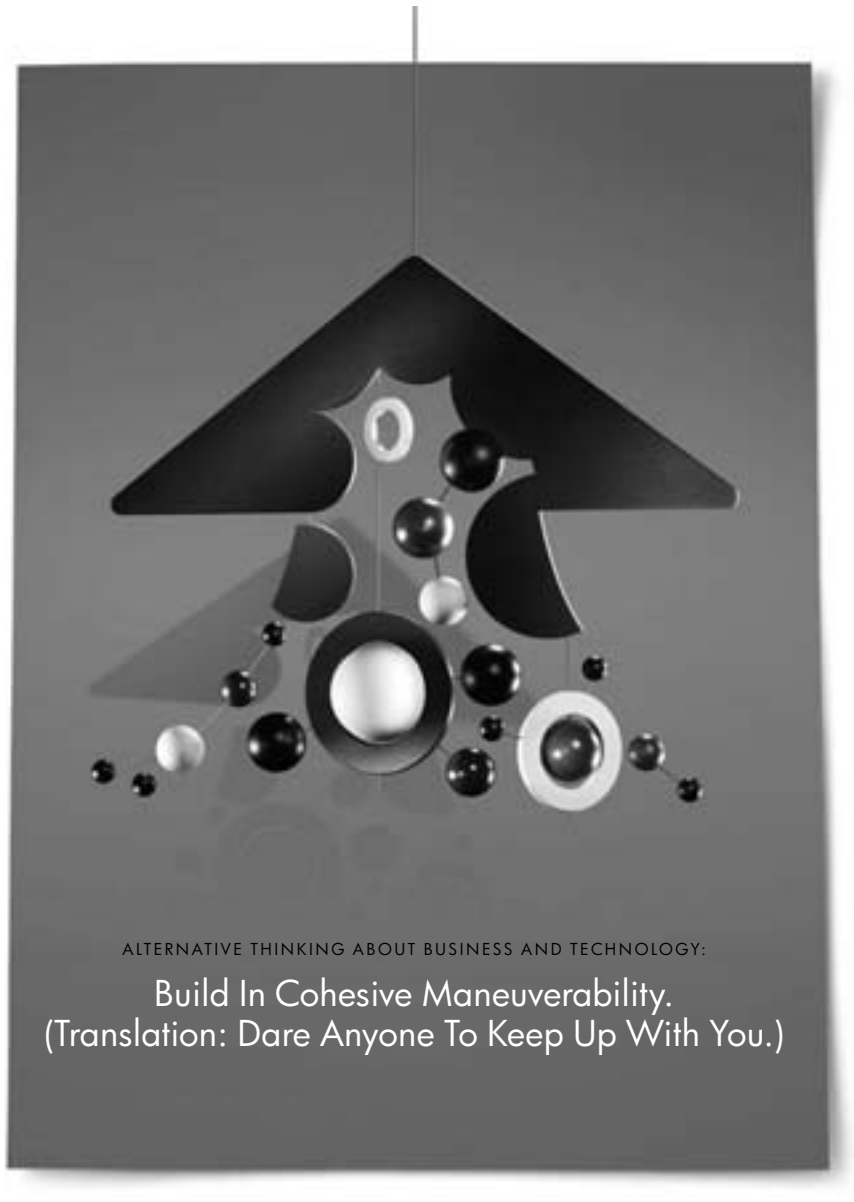
Many companies are trying to figure out what policies and reports they need to put in place to deal with specific compliance regulations. For example, ISO27001 is a global standard that includes a set of strict internal IT security requirements. Neam, a prominent IT service provider in Germany, has broken down the relevant technical requirements defined by the ISO standard and configured specific policies with CA Access Control and reports with CA Audit to help meet these specific regulations. They have deployed this solution at SDS Business Services, a large data center and outsourced IT service provider. This solution is being utilized to ensure internal security and to protect the data center infrastructure they provide to their corporate customers including Deutsche Bahn Railways. This implementation of server resource protection utilizing CA Access Control and CA Audit was one of the critical elements in SDS's successful effort to pass the KPMG ISO27001 certification audit.

To find out more about the specific compliance regulations and related security policies mentioned above, please attend the following sessions:

SA305LN Lab: Automating Compliance Reporting on Administrator Privileges and Activities, Wednesday at 1:15 PM in Sands MR303

SA303SN Meeting Compliance Requirements with CA Access Control and CA Audit, Wednesday at 4:00 PM in Bellini 2105. ca

Playing poker for charity at the Senior Executive Networking Forum.



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

Join HP for today's "Virtualized Infrastructure Choices – From the Ground Up" break-out session at 9:45am

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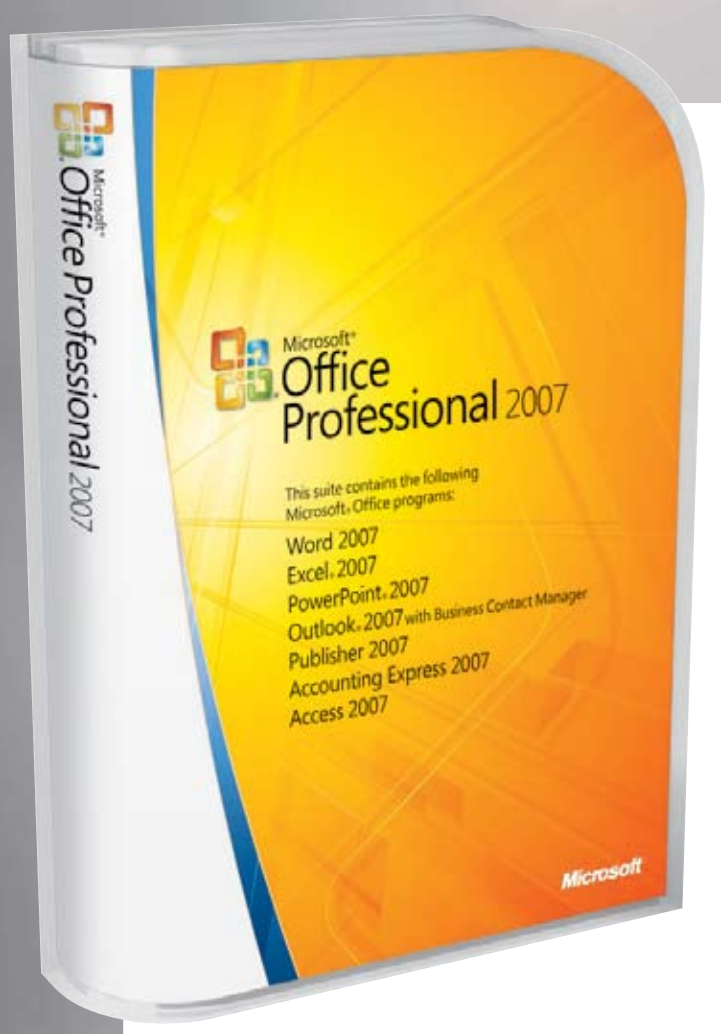


Experienced Microsoft Office Professional 2007?

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

CA World 2008 is the largest gathering of IT Professionals to date. Can you guess the attendance?
A. 6,858 B. 5,023 C. 3,589 *Answer: A*

CA Gen—In it for the Long Haul

If, like us at Jumar, your connections with CA Gen go back nearly two decades you will be acutely aware of how it has more than paid back its customers' investment over the years.

Someone recently described CA Gen as a "well behaved child". You know the one; he sits quietly in the corner just getting on with whatever he's doing, no trouble and often ignored. Unlike the new kid on the block, causing trouble, taking up your time and resources and giving no end of headaches.

Sometimes we overlook these aspects of CA Gen and as a consequence it is sometimes derided as legacy, but remember why you bought it in the first place?

CA Gen allowed the rapid development of mission critical systems using very few development people. It significantly reduced costs in development terms, as just a handful of people could deliver applications of significant size in just a few months. It was robust and stable and often not on the radar of senior executives as it worked so well with little maintenance.

CA Gen is the corporate memory of its customers' applications. Users sometimes forget that its business processes can be reinvigorated to keep pace with the waves of change in technology, without having to reinvest in completely new and untried solutions.

Jumar are "the CA Gen experts" with knowledge built up over years of using it in its various guises. Jumar has been a certified CA Gen Partner for many years and has helped many companies maximise their investment using a range of software to automate the change process and increase productivity. This has enabled users to ride the waves of change leveraging the perpetual corporate memory.

And its development continues. The latest release (R8) promises web services capability for those on SOA allowing them to expose web services even more easily and cheaply. Easier methods of installing new releases are planned using auto-install technology.

As with many things, you forget how much something originally cost if you pay for quality which lasts and investment in CA Gen has proved to be a sound one.

Even after all this time CA Gen is still as reliable and useful as it ever was and able to utilise the latest technologies and methodologies thanks to focused development within CA and from partners like Jumar.

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.

IDG INTERNATIONAL DATA GROUP

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.

Discovery Theater Schedule 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

Schedules

User Group/PLC Meetings

WEDNESDAY, NOVEMBER 19

Time	Location	Title
5:15 PM - 6:15 PM	Bellini 2006	CA IDMS™ Birds of a Feather
5:15 PM - 6:15 PM	Bellini 2005	CA Datacom®—CADRE Reception
5:15 PM - 6:15 PM	Marco Polo 707	CA Endevor® Software Change Manager PLC
5:15 PM - 6:15 PM	Bellini 2002	CA Plex and CA 2E PLC
5:15 PM - 6:15 PM	Marco Polo 702	CA MIM Resource Sharing
5:15 PM - 6:15 PM	Marco Polo 705	CA MICS® Resource Management User Group
5:15 PM - 6:15 PM	Marco Polo 706	CA Event Management and Automation PLC/User Community
5:15 PM - 6:15 PM	Marco Polo 806	CA 1®Tape Management and CA 1® Tape Management Copycat Utility

CA Value Network Mini-Theater Schedule

WEDNESDAY, NOVEMBER 19

Time	Location	Title
12:00 PM	CA Education	CA Stock Exchange—ITIL® Experience
12:30 PM	CA Communities	Maximizing Your Value with the CA Value Network
1:00 PM	CA Services	Five Keys to a Successful IAM Implementation
1:30 PM	CA Services	Unlocking the Power of CA Clarity™ Data with Business Objects Universes
2:00 PM	CA Services	CA eHealth® Live Exceptions Dashboard
2:30 PM	CA Education	The Power of the CA Productivity Accelerator
3:00 PM	CA Communities	CA User Communities Overview
3:30 PM	CA Services	Proactive Monitoring Through APM Maturity
4:00 PM	CA Services	Integrating with CA Clarity the Easy Way
4:30 PM	CA Support	Technical Information Customer Surveys—Get the Results

Global User Community Meetings

WEDNESDAY, NOVEMBER 19

Time	Location	Global User Community
12:00 PM - 1:15 PM	San Polo 3405-6 & 3505-6	Mix and Munch Networking Lunch
4:00 PM - 5:00 PM	Casanova 503	Service Management (formerly Service Support)
5:15 PM - 6:15 PM	Veronese 2503 & 2504	CA Clarity™
5:15 PM - 6:15 PM	Bellini 2005	CA Datacom® (CADRE)
5:15 PM - 6:15 PM	Marco Polo 707	CA Endevor®
5:15 PM - 6:15 PM	Casanova 606-607	CA eHealth® & CA SPECTRUM®
5:15 PM - 6:15 PM	Marco Polo 705	CA MICS®
5:15 PM - 6:15 PM	Bellini 2002	CA Plex/CA 2E
5:15 PM - 6:15 PM	Casanova 503	Client Management Solutions (formerly DSM)
5:15 PM - 6:15 PM	Marco Polo 706	Event Management & Automation
5:15 PM - 6:15 PM	Marco Polo 701	IT Asset Management

THURSDAY, NOVEMBER 20

9:45 AM - 10:45 AM	Galileo 901	Testing Tools

ITIL Day at CA World

WEDNESDAY, NOVEMBER 19

Time	Location	Title
8:30 AM	Casanova 601-602	BT112SN Where to Next? The Future of ITIL®—Robert Stroud, CA
9:45 AM	Casanova 601-602	BT110SN CIOs IT Service Management and the 366 Degree Circle—Malcolm Fry
11:00 AM	Casanova 601-602	BT114SN Roadmap or Rollercoaster: The Human Factors of IT Service Management—BearingPoint
12:00 PM – 5:00 PM	On-going	Discovery Theater in Exhibition Center (#670) Investigative Report: ITIL a Journey of Discovery
12:00 PM – 5:00 PM	On-request	ITIL Showcase in Exhibition Center (#554-564) White Board Exchange – Meet with ITIL experts to discuss your most pressing ITIL issues.
12:00 PM – 2:00 PM	ITIL Showcase (Exhibition Center)	Get your free copy of "ITIL and the Software Lifecycle: Practical Strategy and Design Principles" signed by Brian Johnson (one of the fathers of ITIL) and John Higgins.
12:30 PM	Discovery Theater	BT305TN How IT Governance is enabled by ITIL—Steve Romero
1:15 PM	Casanova 504-505	BT107 ITIL Success Stories—Management Panel Discussion
2:45 PM	Casanova 507	BTA05SN Moving from ITIL v2 to ITIL v3 – A Case Study—Elbit Systems of America
4:00 PM	Casanova 601-602	BT113SN Smart ITIL Implementation: The Key to Doing More—Nexio

Announcements

Technical Information Customer Survey Results

What does CA do with the data from the surveys you fill out? Get a 15-minute overview of the results of CA's technical information surveys on CA Support Online and the Development Buddy Summits, and CA's response and plans for improvements, at the CA Value Network Mini Theatre, Exhibition Center Booth 304-317, at 4:30 PM today. Then, 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 Services' ITIL Authors Brian Johnson and John Higgins Sign Books at ITIL Booth Today

CA's Brian Johnson and John Higgins will sign copies of their latest book, *ITIL and the Software Lifecycle—Practical Strategy and Design Principles*, in the ITIL Booth (booth 554-569) today, Wednesday, from 12:00 PM to 2:00 PM. The book discusses how ITIL and application management domains should work together to improve the quality of IT services delivered to customers. It also provides practical advice about how to facilitate communication among technical teams. To be sure you get one of the 200 complimentary copies of the book, come to the booth early. Availability is on a first-come, first-served basis. Brian and John look forward to seeing you there!

CA Reveals The Key to a Superior Single-Sign-On Deployment

On Thursday, November 20th, Radiant Logic, Inc., the market leader for virtual directory solutions, and William Taub from Computer Associates (CA) will discuss the importance of deploying unified web SSO for companies facing multiple acquisitions and multiple identity sources across an enterprise. William will outline CA's SSO deployment and discuss how they used the virtual directory to integrate identities across different systems and provide a foundation to enable SSO in a complex environment. The presentation also describes the challenges encountered and solutions created to enable SSO deployment. The presentation will focus on how existing identity sources from multiple business acquisitions were leveraged and integrated to enable a unified single sign-on and access management experience for CA's online support portal.

Wednesday, November 19
SA410SN Using Identity Virtualization and Integration to Enable Web Access Management
11:00 AM in Bellini 2104

CA Store

Up to 40% Off Clearance Sale!
Wednesday's hours: 12:00 PM – 5:00 PM
Located in the CORE

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 will be on a first come, first served basis.
Wednesday, 12:00 PM – 1:15 PM in San Polo 3405-6 – 3505-6

CA Customer Value Corner at CA WORLD 2008

Over 1000 meetings have been scheduled to take place over 3 days in the CVC where 60 rooms are dedicated for "one-on-one meetings". The CVC provides an opportunity for private meetings where CA Customers or CA Partners enter into dialogues with representatives of CA's Business Units, Sales, Services, Support, Development and other areas to expand knowledge of CA and CA's solutions.

Attention: Sleuthing Superstars!

Six smart scavenger hunters from the CA Discovery Contest will soon be $500 the richer. Does that mean you? If you've won our contest by completing all 30 challenges over the past two days, your name will be at the Discovery Contest booth, between 7:00 AM and 5:00 PM today (Wednesday) and on the video wall in the Core. We'll also notify winners by email. As Sherlock would say, for winners, collecting prize money is "elementary, my dear Watson, elementary." Congratulations to our sleuthing super stars!

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 Customers Earn CA VIP Awards*

Innovators Recognized for Using CA Solutions to Achieve Exceptional Business Results

On Monday, CA presented its 2008 CA VIP Awards to technology customers and partners who have demonstrated innovative use of CA technologies. "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.

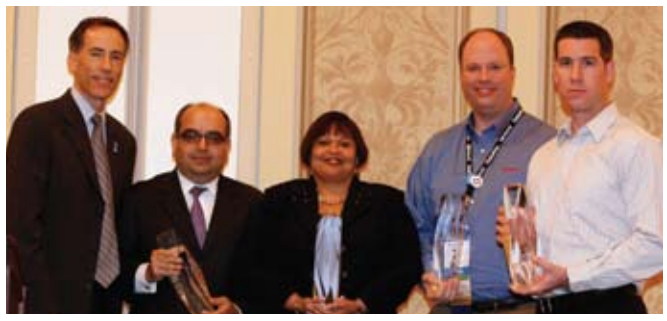
The following CA customers were honored at CA World today:

Application Performance Management
- **Vision** – Axciom
- **Impact** – Dish Networks
- **Progress** – MetLife

Mainframe Management
- **Vision** – Telefónica Espana
- **Impact** – Verizon
- **Progress** – Bank of New York Mellon

Project and Portfolio Management
This year's program also includes a special Leadership Award that recognizes the innovative use of technology in support of a consequential mission.
- **Leadership** – Office of the CIO for Health and Human Services, City of New York
- **Vision** – Turner Broadcasting System
- **Progress** – Novell

Security Management
- **Vision** – Telecom Italia
- **Impact** – BT
- **Progress** – Enbridge, Inc.



Carl Landers, VP, CA Clarity™ PPM Marketing, congratulates CA Clarity PPM CA VIP Award winners.

David Hansen, SVP and GM, Security Management, congratulates Security Management CA VIP Award winners.

Chris O'Malley, EVP and GM, Mainframe Business Unit, congratulates Mainframe CA VIP Award Winners.

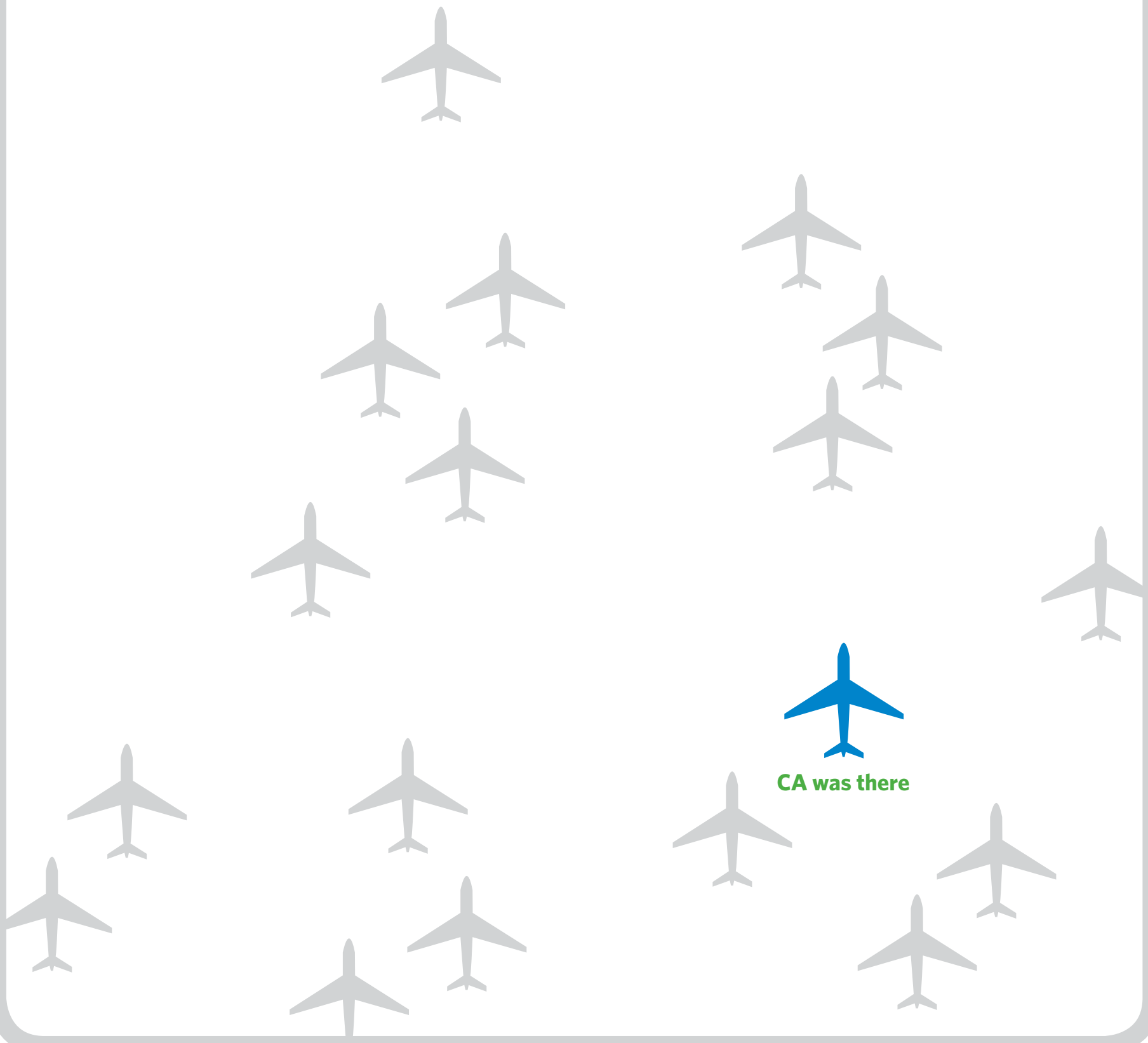
Prabhjot Singh, VP, Application Performance Management, congratulates APM CA VIP Award Winners.

*continued from Tuesday's paper

U·S AIRWAYS

Simplifying IT management starts on the inside. When US Airways and America West joined forces, CA was there to ensure a turbulence-free integration of the airlines' complex IT operations. CA Enterprise IT Management (EITM) unified and streamlined their IT systems to reduce costs, improve service and make their business as aerodynamic as their fleet. Get the full story and see how CA can help you reach new heights of success at **ca.com/success**.

ca Transforming IT Management.



CA was there

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