

caWorld08 today

Sunday

November 16, 2008

In This Issue:

- Executive Corner
- Virtualization Corner
- CARE Recap
- Mainframe Overview

caWorld08 | discoverability

Discover New Insights: Fast-Track Your Ideas and Career



Welcome to CA World 2008.

Thank you for being part of this large and important gathering of CA customers, partners and IT leaders from around the globe. Your attendance demonstrates your commitment to obtaining the greatest value from your IT investment—especially in the current economic climate,

where it is essential to work intelligently, efficiently and frugally. This week promises substantial opportunities to discover knowledge and insights that will support your success.

As this year's theme, **discoverability**, suggests, CA World 2008 will deliver fresh thinking about IT management solutions and strategies, as well as their application to accelerate your business and career.

Over the years, CA World has built a reputation for advancing IT intelligence, practices, and information exchange. In fact, the #1 reason customers attend this conference is to acquire new ideas to take back to their organizations.

Over the next five days, hundreds of CA leaders, developers, services and support staff will demonstrate ways to leverage your technology investments with CA's solutions, to ensure your business continues to thrive. In addition, CA employees, customers and partners will lead content-

rich learning sessions, run hands-on labs, and showcase the latest technologies on the exhibition floor.

We encourage you to take full advantage of the CA World 2008 sessions, as well as the keynotes from: CA's EVP & CTO Al Nugent; guest speaker, former General Electric CEO, Jack Welch; and myself.

In addition to providing the opportunity to discover new information and insights from CA, this year's conference provides plenty of opportunities to network with peers, share your feedback with CA—and enjoy yourself.

John Swainson
Chief Executive Officer, CA

The Economic Relevance of EITM

By Louis Blatt

SVP, EITM Strategy, CA

With the current economic crisis, the ability of companies to adapt their IT operations and spending has become a matter of survival. According to Forrester, 70% of a company's IT budget is spent on existing operations (which Forrester refers to as MOOSE—Maintenance, Operations and Ongoing support of Systems and Equipment), leaving little to invest in new services that give businesses a competitive edge.*

It is now imperative for companies to rethink their IT spending to enable their businesses to thrive. By implementing Enterprise IT Management (EITM), companies have ensured that their funds are spent to their best competitive and operational advantage. However, to do this, CIOs must think holistically—from strategy and planning, through service delivery and security.

Until recently, such holistic thinking about IT has been difficult, because businesses have been organized into functional silos, each with individual requirements, issues and means of problem-solving. This siloing blinded busi-

ness to the overall value of IT, as well as prevented the optimization of spending, obscured the visibility of costs and value, and decreased the ability to free up essential resources. Businesses also struggled with increasingly complex applications, often with a lack of automated management products. As a result, IT spending increased on software and hardware, as well as on personnel costs, which more than doubled in the past 10 years.

What is required to succeed in today's business world is an integrated view of IT that ties technological silos to the business services required to operate and compete. Creating a unified platform from disparate silos is a well-proven strategy for success in the software industry:

- SAP combined manufacturing, financial and HR software, focused on the CFO, to create and own the category of Enterprise Resource Planning (ERP).
- Siebel—and now Oracle—combined automated marketing, sales force automation and customer service software, focused on the EVP of Sales,

to create and own the category of Customer Relationship Management (CRM).

Due to CA's breadth and depth of products, operating system and platform independence, and the fact that we are leveraging new technologies (i.e., SaaS, SOA, and virtualization) ahead of our competition, CA is in a unique position to create and own the category of Enterprise IT Management (EITM). By better integrating our core competencies in IT security, IT governance, service management, data center automation, and infrastructure management, CA will lead the industry in automating IT process and optimizing business services. This strategy will simultaneously deliver reduced cost and improved service to our customers and help them compete better in the markets that they serve.

**Forrester Research Inc., "Managing IT When Times Get Tough," Alex Cullen and Phil Murphy, March 25, 2008.*

For the full report (and others like it) go to ca.com/us/analysts/reports **ca**.

CEO Keynote Preview

John Swainson, CEO of CA, will officially open CA World 2008 this evening with a keynote speech.

Swainson's keynote will highlight how CA is supporting customer organizations to thrive in our challenging economy, by providing new solutions and innovations to leverage. Special attention will be given to how CA delivers on its EITM strategy, to transform the way the world manages IT—as well as how the practice of Economics of IT, together with CA's vision for EITM, can help customers meet a seemingly infinite influx of demands with limited resources and budget.

Swainson's keynote address will be delivered at 6:00 PM, tonight, Sunday evening, in Hall B.

Don't Miss Al Nugent's Keynote Tomorrow!

Tomorrow, Monday, at 8:30 AM in Hall B, CA's EVP and CTO Al Nugent will deliver a keynote on CA's ongoing efforts to enhance the company's portfolio and preview some of the latest innovations from CA's technology organization. Topics will include Data Center Automation, Virtualization, Cloud Computing, Sustainability and Green IT, and Business Governance. Nugent will also address the relentless advance of technology complexity and its impact on your business.

Exhibition Center Preview

The Core and Exhibition Center, located in Hall C, includes technical and educational resources from over 90 exhibitors, as well as great social opportunities. Check out the new Discovery Challenge here—a massive scavenger hunt where up to six people can win \$500 American Express Gift Certificates!

At the Core, you can also hear Tech Talks and win prizes, as well as use the internet and email stations, or network in the lounge area. The CA Global Service Center in the Core is staffed to meet your CA product administration and information needs.

Experience new solutions and participate in hands-on demonstrations of CA and partner products, or discuss CA solutions with developers in the Technical Campgrounds.

Don't miss the larger-than-life video wall that separates the Core and Exhibition Center and features daily event and sponsor information.

Come to the grand opening of the Core and Exhibition Center tonight, Sunday, at 7:00 PM!

CA World Today Sponsored by

DMReview

News

Nevada Knowledge

Nevada is the largest gold-producing state in the United States. It is second in the world, behind South Africa, in precious metal production.

Metrics That Matter

By Peter Waterhouse

Senior Principal, EITM Strategy and Marketing

With economic pressures mounting, communicating the business value of IT has never been more important. Unfortunately, the technology-centric metrics traditionally used mean nothing to business executives. And, with nothing available to gauge IT value, they fall back to the position of regarding IT as a cost center from which no tangible value is returned. Of course, a focus on "cost" can lead to a focus on "reduction" at the expense of everything else. To address this, CIOs and IT leaders must develop a way of demonstrating and reporting IT's contribution to the business. This means identifying the metrics that are important to the business, setting the right targets, and ensuring capabilities exist to report achievement and drive improvement.

Adopting strategic measurement approaches based on systems such as the balanced scorecard provide IT with the opportunity to better demonstrate value. To be successful, however, such programs must be underpinned by automated processes and controls which can both capture the required data and present it in business-relevant terms.

Steps to ensure success include:

- Collaborating with your business peers to better understand their strategic drivers and business goals and building an IT strategy map that documents the alignment of the IT strategy to the business strategy;
- Outlining "what" should be measured by IT to demonstrate support of strategic business outcomes — focusing on four perspectives — business value, operations, customers and learning;
- Understanding where competencies exist (and don't) to enable business-focused performance measurement;
- Begin reporting the "Metrics That Matter," e.g., percentage of projects supporting business strategy, strategic spend vs. operational spend, leveraging advanced automation and integrated management controls.

This article is excerpted from the CA white paper "The Business Contribution of IT: Metrics that Matter," which is available for download at: ca.com/us/whitepapers/collateral.aspx?cid=182471. [ca](#)

About the Writer

Peter Waterhouse has been involved in the development, support and marketing of IT management software products for more than 20 years. He has held a number of consulting, technical sales and marketing positions in such areas as network and systems management, application management and IT service management. Mr. Waterhouse writes regularly about business technology issues and is the author of many white papers and articles and is currently a Senior Principal in EITM Strategy and Marketing at CA.



Executive Corner

Q & A with Mike Christenson, President and COO

What can a customer or partner expect to see at CA World?

CA is committed to delivering great technology that generates a fast payback for our customers. CA World shows that CA is continuing to build a strong technology portfolio that can drive revenue and reduce costs for our customers. Looking forward, I am excited about the product roadmap for FY10. Our development organization is building new solutions that will be market leaders.

There are approximately 5,000 customers and partners attending this year's CA World. How can an attendee maximize his or her CA World experience?

Given today's economic climate we are excited to have so many customers

joining us for CA World. This creates a great learning (and networking) environment. We encourage attendees to engage in conversation with their peers—as well as with the CA experts leading the various sessions. This year will feature many customers with real world examples of how CA technology is helping their companies achieve IT objectives.

There are a lot of technology buzz words in the marketplace—virtualization, Software as a Service, cloud computing, etc. How is CA planning to embrace these trends?

CA's business model is to provide technology solutions that will enable our customers to work smarter, faster and cheaper. If these developments will help

make our customers successful, then you can imagine that we will be delivering a related solution that integrates with the CA product portfolio.

You've acknowledged this might be the most difficult economic environment many will ever experience in their careers. How is CA responding to the current marketplace?

For the past couple of years, CA has made great progress to achieve a strong position in the marketplace. We have been protective of how we spend our money, time and resources. In addition, we have been finding new ways to work smarter. As a result, we are building a business, company and team that will be stronger at the end of this storm. [ca](#)

CA Launches CA Press

CA is pleased to announce its new corporate press, CA Press. CA Press is the official publisher of CA retail books, an essential resource for business and IT professionals. CA Press complements other CA technical and business publications, such as *Smart Enterprise* magazine, white papers and CA Green Books. CA Press will feature books covering relevant and timely business and IT topics, such as governance, virtualization and sustainability.

Several CA Press books are currently under development. Available in March 2009 is *Under Control*, by Jacob Lamm, Helge Schiel, Marc Camm, Ken Handal, Nancy Cooper, Robert Zanella and John Meyer. Also available in 2009 is *Technical Support Essentials*, by Andrus Sanchez, and *Software Licensing Best Practices*, by Vincent Scovetta.

CA Press books are available on the CA Press website (ca.com/capress) and can also be purchased (and pre-ordered) at Amazon.com, chapter.indigo, Holborn Books, Barnes & Noble and Borders.

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. [ca](#)

Improving IT Economics with Enterprise IT Management

As information technology (IT) has become a key driver of business growth and profitability, the challenges CIOs face are more strategic and business focused than ever before. CIOs must constantly show the value of IT. Fundamentally, CIOs have become the stewards of IT Economics. They are expected to meet the seemingly infinite influx of demands with limited resources and budget. They have to respond to changing market conditions—finding ways to further increase efficiencies when asked to support corporate cost-cutting initiatives, yet doing so in a way that neither compromises service short-term nor leaves the company at a competitive disadvantage when economies improve. Indeed, and according to McKinsey & Company: "Turning off technology investments during a downturn is counterproductive. When business picks up, you may lack critical capabilities. Besides, many technology investments can improve profitability in the short to medium term."*

Being good stewards of IT Economics requires, first and foremost, a partnership between business and IT executives to develop and manage a strategic business plan for IT. According to McKinsey & Company*, this is again critical; estimating that when business leaders and IT executives work together to make strategic investment decisions during tough economic times, the resulting investments can have up to ten times the

impact of traditional IT cost reduction efforts.

As input into this plan, CIOs will need to provide insight into the cost and value of the services being delivered today and the potential for future IT investments to support business strategy. CIOs can also improve the economics of IT by increasing efficiencies to shift the amount of IT spend available for strategic investment. Of course, as with any effort to increase efficiencies, service quality and the customer experience cannot be compromised, and cost and risk tradeoffs need to be balanced.

CA's Enterprise IT Management (EITM) vision, expertise and supporting solutions help CIOs improve IT Economics by reducing costs without compromising service, driving change while eliminating risk, and delivering new opportunities for the business today, without incurring crippling operational overheads tomorrow. Specifically, CA's EITM solutions support CIOs' efforts to improve IT Economics in three key ways:

■ **Governance**—CA software provides CIOs with the insight they need to make informed investment decisions during the development and execution of a strategic business plan for IT.

■ **Management**—CA software helps organizations run lean and reduce costs, which also ensures they are

Improving IT Economics **continued on page 3**

CA World 2008 Security Keynote

Despite Economic Downturn, Investment in Security Will Continue

Despite economic tumult, the need for effective security will continue to drive technology investments in 2009 and beyond.

Come hear Dave Hansen, SVP and GM of CA's security business unit, address the interesting and complex situation of security technology today. Hansen will focus on the top reasons that organizations invest in security, how companies can avoid reactive security spending, and how IT executives can deliver cost-effective technology responses to security issues. Additionally, Hansen will discuss the now-changed role of IT security, how corporate boards may respond to security spending given the faltering economy,

CA's security technology initiatives for 2009 and an official announcement about our two new security tools are being unveiled at CA World.

This session will also include a customer panel discussion where executives will describe how their organizations are using CA security solutions and technologies to solve new security issues and challenges.

CA's annual VIP—Vision, Impact, and Progress—security awards at CA World will also be announced.

Attend the CA World 2008 Security Keynote on Monday, November 17, 2008, 9:45 AM in Lido 3104-3106. [ca](#)

Improving IT Economics [continued from page 2](#)

delivering IT services that meet customer expectations and needs.

- Security—CA software helps protect enterprise assets, ensure service continuity and deliver sustainable regulatory compliance. Simply put, it's about doing the right things and doing things right.

This article is excerpted from the CA Technology Brief "Improving IT Economics with Enterprise IT Management," which will soon be available for download on ca.com.

* "Managing IT in a Downturn: Beyond Cost Cutting," James M. Kaplan, Roger P. Roberts and Johnson Sikes, McKinsey & Company, 2008. [ca](#)

Ask AI

Dear AI,
My business partner and I just took our company from 10 to 100 people. I'm excited by the growth, but nervous for the future if we don't align our product architecture with the business priorities. How do we do this, and how do I explain its importance to my business partner?

Thank you,
Challenged Charlie



Dear Challenged,
Congratulations on your growth! You deserve to be excited and I understand your nervousness about the future. Here we are in the midst of a global economic challenge, the likes of which we have never experienced before (and hopefully won't experience again!). Technology choices are expanding all around us. The workforce is changing.

Developing a durable product and technology architecture aligned with your current and anticipated business needs and priorities is—without a doubt—the MOST important thing you and your partner should concentrate on. The trick is to create something that allows for change, growth, and economic value. I have two areas of recommended investment: governance and automation. These are not just technology investments. You must invest in process and your most important asset, your people.

Governance can be the link between what services your business offers, the compliance and risk issues associated with the service, the cost of the service offering, the effectiveness of the service, and the enabling technology environment. Automation is the way you create adaptability, resilience, and security for all your business activities. Adoption of broad-spectrum automation capabilities also helps you reduce costs and deploy your best people on strategic initiatives designed to grow the business rather than the "care and feeding" of your technology infrastructure.

You need to be focused on the endgame and make your company wildly successful—by using not only your heads, but also your passions. If your partner is skeptical, give me a call and I'll help him or her understand all about governance and automation. After all, it's CA's passion.

Cheers,
AI

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.

Deloitte.

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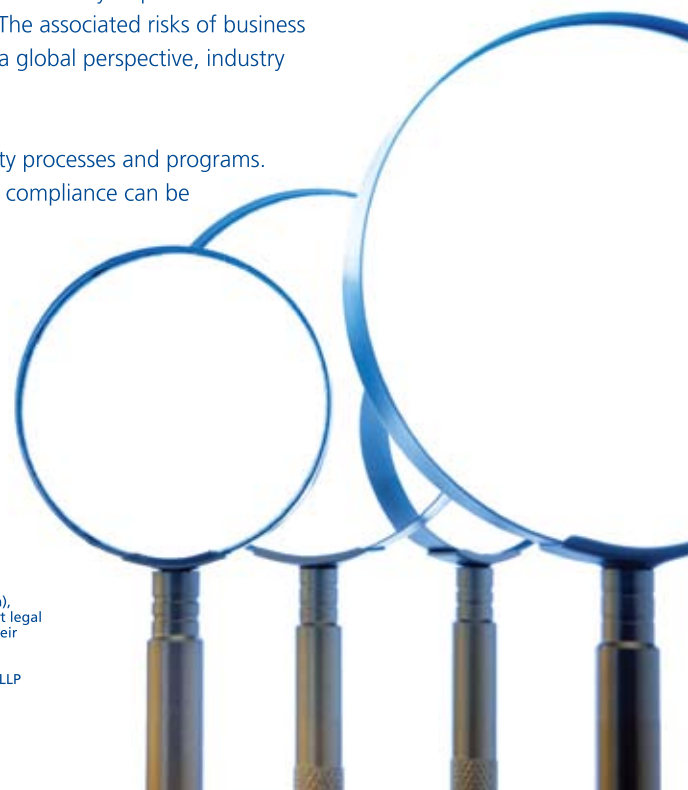
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Happy Birthday— CA Gen Complementary Solution Celebrates 10 Years

It isn't often you hear people boasting about a birthday (unless they are five-and-three quarters years old), but at Jumar we like to celebrate a great idea, especially one developed ahead of its time.

ModelReporter is a reporting tool for CA Gen developers and project managers that Jumar pioneered over ten years ago. This tool brings the power of Microsoft® Office to the CA Gen environment to assist with model documentation, analysis, and quality assurance against in-house standards.

The long-term success of ModelReporter is partly due to the open way in which it works with familiar Office products. It uses the CA Gen developer workstation software to extract, store and manipulate information from models via a Microsoft Access compatible database. No Host or Local Encyclopedia access is required, and any PC with the CA Gen workstation software, ModelReporter and Microsoft Office has immediate access to all ModelReporter features.

Happy Birthday **continued on page 5**

Know More. Do More.

Sure, knowledge is power—but only if you have access to knowledge.

Have you heard about CA Advisor newsletters? These newsletters are topical technology publications designed to help today's IT professionals make more informed and confident decisions. They contain timely and relevant articles, applicable to current business challenges, and include useful tips, technology news and insightful information.

The CA Advisor newsletters are provided in four editions to meet specific interests:

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

Additionally, CA Advisor newsletter subscriptions include complimentary access to featured Gartner research.

Subscribe to the CA Advisor newsletters today at ca.com/newsletters or through the CA Preference Center at ca.com/preferences, where communications preferences can be personalized to help streamline your inbox.

Visit us at Booth 211 to learn more. **ca**



Business-Driven IT Configurations

Learn about the new features in CA CMDB R12, including base lining and versioning, by attending the session BC108SN, [Reducing Incidents with CA Service Desk and CA CMDB? It's a Reality!](#) tomorrow, Monday at 2:45 PM in Casanova 506.

The session starts with Pinellas County, a CMDB customer, presenting how the Government's Business Technology Services group reduced Priority 1 incidents by 50%, utilizing CA Service Desk and CA CMDB to enable change and configuration management processes. This is followed by a presentation of the new features in CA CMDB R12 and how they can support various ITIL processes. **ca**

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.™

Welcome Mainframers!

By Stefan Kochishan

Director, Product Marketing, CA

Welcome to CA World 2008, the largest mainframe ISV event in the world!

Join us for an important keynote presentation for the Mainframe & Multi-Platform Application Development focus area. Christopher O'Malley, Global EVP and GM of CA's Mainframe Division, will present [Welcome to the Mainframe: Opening Session](#) (Session ID# MA001SN) on Monday, November 17th at 9:45 AM, in Lido 3002-3003 (3rd Floor).

Listen as Chris discusses the resurgence of the mainframe at CA and the many ways in which CA is strengthening and expanding

our commitment to this critical environment. As mainframes continue to evolve and host even greater workloads, opportunities and challenges emerge that will need solutions that improve ease of use and lower Total Cost of Ownership (TCO), as well as embrace new standards and technology. Don't miss hearing how CA mainframe solutions are supporting and leveraging new technologies. Come hear about our exciting plans for the near future and beyond!

This Opening Session kicks off a full week's agenda of mainframe business, technical and customer sessions that can help

you and your business be more successful. This is your opportunity to learn how CA's overall mainframe innovation strategy can help you better meet the requirements of your business. For more than three decades, customers have relied on—and continue to rely on—CA management solutions for IBM mainframes, to deliver more value and capabilities as mainframes assumes an even more prominent position in information technology. Let CA World 2008 help you gain even more value from the mainframe products you rely on every day. [ca](#)

Mainframe & Multi-Platform Application Development

Check out the Mainframe & Multi-Platform Application Development booths (322-330 and 422-430) in the Exhibition Center (EC) to see your CA and partner technology in action! Don't forget to pick up your tickets at the EC booths for the fabulous [Mainframe & Multi-Platform Application Development Event](#) on Wednesday night at Harrah's.

What can match the excitement of the CA World 2008 Opening Keynote and EC opening on Sunday? The sessions on Monday, November 16th at CA World 2008! These are the sessions people look forward to all year long, including:

Going **green**? Need to lower your costs for paper, toner and hardware maintenance? Come to the [CA Output and Enterprise Report Management Roadmap](#) session, at 1:15 PM in Marco Polo 704, to find out about the latest trends, including how to use CA ERM products to create a paperless environment that scales to your requirements.

Is network management becoming an overwhelming challenge? Come find out [What's New in CA NetMaster® Network Management 11.6](#), at 1:15 PM in Marco Polo 706. Even if you don't already use CA NetMaster, this session will help explain where you need to be now!

Discover the latest CA Database Management technology advancements at the [State of Mainframe Database Management](#) session, at 1:15 PM in Galileo 902. Learn how CA's vision for the future will continue to provide integrated and automated management for DB2 and IMS for z/OS.

Come to the [CA Application Quality & Testing Tools Opening Session](#), at 1:15 PM in Galileo 901, to hear the status and plans for this large product family. Much has happened since the last CA World and much more is in the works.

CA IDMS™ r17 and integrating CA IDMS environments with web technology and SOA will be key topics of discussion at the [CA IDMS Status & Plans](#) session, at 1:15 PM in Bellini 2006.

[CA Datacom®/CA Ideal™ for CA Datacom® Status & Plans](#), at 1:15 PM in Bellini 2005, provides the latest information about the CA Datacom product family. Learn about recently delivered enhancements and the benefits they provide, as well as the development strategy for upcoming releases.

[CA Gen Enhancements, Innovation & Vision](#), at 1:15 PM in Bellini 2003-2004, will focus on CA's expanded commitment to innovation, including CA Gen r8 that helps continue the transition to web-based architectures and SOA. Learn more about the CA Gen evolution to Eclipse, launching Adobe Dreamweaver from the new CA Gen Studio, and how Rich Internet Applications will be able to be modeled directly from CA Gen.

Join fellow users at the [CA Plex & CA 2E Status & Plans Opening Session](#), at 11:00 AM in Bellini 2002, for a look at the new and upcoming features that support the journey from traditional client/server development, to SOA and web services generation.

The [Mainframe Storage Management Opening Session](#), at 1:15 PM in Marco Polo 806, will review important announcements

and releases this year for this large product area, as well as provide an overview of CA's vision and strategy.

Don't miss the [Introduction to Mainframe Systems Management](#), at 1:15 PM in Marco Polo 702. Plus, check out another key Systems Management session about simplifying mainframe management of ESCON and FICON resources: [CA OPS/MVS® Event Management and Automation r11.6 Switch Operations Facility](#), at 2:45 PM in Marco Polo 702.

[CA Endevor® Software Change Manager: Here & Beyond](#), at 1:15 in Marco Polo 707, will focus on the new functionality that is delivered in CA Endevor® Software Change Manager, as well as what's new with CA Change Manager Enterprise Workbench, the web interface that provides a single point of contact across all platforms. Hear how the new CA Endevor SCM Webservices technology can help you leverage even greater returns on your CA investments.

Learn how to maximize the value of CA IT Resource Management at [Fulfilling the Promise of IT Resource Management](#), at 1:15 PM in Marco Polo 705. Discover how this important solution fits into our corporate EITM vision and learn about its past and future enhancements.

CA Aion® Business Rules Expert users: Don't miss the [National Aion User Group Meeting](#), at 5:15 PM in Bellini 2002! This is always an interesting open forum.

Take advantage of the [CA Repository Status & Plans](#) session, at 2:45 PM in Bellini 2003-2004, to find out the status of both CA Repository products. [ca](#)

Happy Birthday **continued from page 4**

Robust and long-lived systems like CA Gen need sound, complementary tools to ensure that customers get the very best value out of their investment. ModelReporter and its sister product, BulkUpdate, which allows large scale updates to be applied to CA Gen models using Excel spreadsheets, have shown over their long lives that they are valuable resources in keeping CA Gen at the forefront of changing technology.

Mainframe Security, Audit & Compliance Attendees

If you are responsible for safeguarding mainframe access or supporting compliance regulation projects, don't miss attending the two important Mainframe Security Opening Sessions shown below!

SA803SN_MF803SN

Monday 1:15 PM in Bellini 2105

Mainframe Security Opening Session: Security, Compliance and Management

SA802SN_MF802SN

Monday 2:45 PM in Bellini 2105

The Future of CA Top Secret Security

SA801SN_MF801SN

Tuesday 11:00 AM in Bellini 2104

The Future of CA ACF2 Security

CA Mainframe Security Development Directors James Peters and Anthony Dunne will discuss the latest features and capabilities of CA ACF2 and CA Top Secret. Additionally, you can hear what CA has done to strengthen its enterprise-wide security solution, through further integration with its distributed solutions and platforms.

This is a GREAT way to start your CA World week! Get in the know about how CA mainframe security solutions are supporting and leveraging new technologies, and be among the first to learn CA's exciting plans for the near future and beyond, to help manage your mainframe security infrastructure and focus on today's compliance challenges.

CA ACF2 and CA Top Secret help identify exposures, validate security system integrity and effectiveness, as well as facilitate proactive notification to safeguard business information and ensure privacy. Centralized management using consistent controls enables efficient analysis and administration of the entire environment, while automated reporting improves staff accuracy and effectiveness, saving time and money.

Virtual Learning: A Green Approach to Training

CA constantly strives to reduce the use of carbon-based resources and now has expanded this effort to customer training. We are proud to provide a complete schedule of Virtual Instructor Led Training (VILT) courses that are environmentally friendly.

With traditional CA Learning Center courses, 75% of students travel to their location by airplane,* and each student's

travel results in approximately 475 pounds of CO₂ (carbon dioxide) emissions. This means a traditional training course, including student and instructor travel, results in over a ton (2800 pounds) of CO₂ emissions!

Is your company interested in helping to save the environment—and saving 30-50% of your training budget for travel-related

expenses? If so, please visit CA Education's Training Without Travel booth #307 and ask about VILT. VILT provides live instructor interaction, with hands-on labs—and no travel—for either public or private courses.

Coming soon, CA will offer a Green Training Customer Award! The company with the most students enrolled in VILT courses between 11/24/08 and 3/31/09 will be

recognized by CA Education. Ask CA Education for more details.

Want to find out what your CO₂ emissions would be for travel to a training course? Visit: terrapass.com/flight/flightcalc.php



Database Performance Isn't Just for DBAs Anymore

If your goal is to ensure service availability to your users and business customers, you don't want to deal with bridge calls or keeping customers waiting while guessing the IT Domain where an issue resides. What you do want is to improve collaboration between IT Domains, in order to facilitate the quick determination of the source of performance issues. Promoting such collaboration relies on having solutions that properly integrate applications, database, network and systems performance tools.

CA solutions meet this need by delivering in-context integration between CA Insight™ Database Performance Monitor for Distributed Databases and CA eHealth® Network Performance Manager, CA SPECTRUM® Network Fault Manager, as well as CA NSM and CA Wily Introscope®. With these integrations, database performance can be displayed, and proactive notification is delivered from their user interfaces, eliminating the inefficiencies and cost perpetuated by the "blame game." Join us to learn more about these solutions and database performance in the following sessions:

BIB06SN

Adding CA Insight DPM Database Performance and Alarms into CA eHealth NPM and CA Spectrum NFM

BIB08SN

Bringing Application and Database Performance Together with CA Wily and CA Insight DPM Integration

BIB04DN

Integrated Performance and Event Management at EDS Using CA Insight DPM and CA Unicenter NSM

Successful Strategies for High Performing Web Applications

By Melissa Sargeant

Director of Product Marketing, CA Wily APM Business Unit

In the rapidly growing web application environment, business transactions travel extensively. They are carried over diverse and interconnected infrastructures; through networks, application servers, and virtualized systems; and via heterogeneous operating systems and distributed Service Oriented Architectures (SOAs). This results in a web application environment that is highly complex, vulnerable to multiple points of failure, and difficult to manage in production.

Delivering the high-quality, web-based services that your organization needs to achieve its goals requires a new approach to Application Performance Management (APM). Here are some successful strategies you can adopt to ensure the high-performing online services your business demands.

Set and Measure SLAs on Business Processes—It's paramount to identify the business processes that matter most to your business, as well as to set and measure SLAs on those processes, monitor them 24x7 to consistently evaluate transaction success, and report results. This enables you to understand the business impact of application performance and improve your ability to present relevant performance information in terms of the business.

Monitor 100% of All End-User Transactions—To gain an accurate and complete understanding of application performance, you need to manage 100% of all your business transactions 24x7, as they traverse the multi-tiered infrastructure. By monitoring real transactions and users, you gain valuable insight into the end-user experience and transaction success, to quickly triage, prioritize and resolve problems before your customers are affected.

Employ Predictive and Proactive Monitoring—In large and complex IT environments, even small incidents—depletion of threads and resources, memory leaks, changes or errors—can have a significant impact on overall application performance. To manage this, baseline monitoring and heuristic-based trending technologies provide an added layer of predictive and proactive analysis that enable you to identify and alert on problems before they impact end users.

Prioritize Incidents Based on Business Impact—Once problems are identified, you need a way to prioritize them based on their importance to the business. By assigning business value to successful and unsuccessful transactions, you can prioritize incidents based on the importance of the user, criticality of the transaction, and the severity of the issue.

Conduct Rapid Triage and Root-Cause Analysis—By monitoring business transactions as they traverse the end-to-end infrastructure, you can gain the insight to quickly isolate a problem within the appropriate tier, pinpoint the root cause, and eliminate finger pointing between IT operations teams, thereby reducing mean-time-to-repair while optimizing critical IT resources.

CA Wily APM can help you transform your application performance management strategy and enable you to:

- Understand the end user experience and measure SLAs to spot problems before customers are affected and SLAs are breached.
- Map all business transactions to the end-to-end infrastructure to identify the source of problems quickly and report on the scope, severity and business impact of transaction performance.
- Conduct incident triage and root-cause diagnosis to simplify troubleshooting and reduce mean-time-to-repair.

To learn more, visit CA Wily at Booth 250-251 in the CA World 2008 Exhibition Center.

Eureka, I Found It!

By William Bauman

SVP and GM, CA Workload Automation

It is easy to dismiss something that has been around for a long time as old, stale or, at minimum, commonplace. Consequently, you would least expect to discover something new when looking at something old.

Take job scheduling, for example, whose roots can be traced back over 30 years of IT history, when it first emerged out of the need to control the submission of batch jobs based on a specific date and time. Looking closely at job scheduling solutions today, you will discover that scheduling has evolved into a relevant component of the real-time IT infrastructure.

Over time, CA has recognized that job scheduling needs to react to the dynamic demands of IT:

First, it was understood that this technology needs to be able to orchestrate—in real-time—a diverse set of workload types, with complex dependencies across a broad spectrum of operating systems and application platforms.

It was also evident to CA software architects that a scheduling model based only on calendar events was not sufficient to meet the demands of today's automated data centers. The requirement for batch submission of workloads driven by date/time dependencies still exists, but on-demand IT processing requirements have expanded job submission triggers far beyond the time dimension.

Lastly, CA saw that the characteristics of "jobs" themselves have changed. A job can no longer be defined as a set of commands, scripts or JCL statements run in a linear fashion. Modern jobs are units of work that can be defined as derivatives of the applications they support—and they are most likely based on web services, J2EE technologies, and procedures stored in databases as SQL code that run in both a linear and non-linear fashions.

It was with the realization of these changing requirements for job scheduling that

in November of 2005, CA announced its vision and strategy for Workload Automation. During the past three years, we have further refined our vision, delivered significant proof points, and continued our drive to make workload automation directly relevant to data center automation. The r11 release base for CA's Workload Automation products provides:

- A service-oriented architecture.
- Integration capabilities at the application services level for web services and J2EE-based applications.
- A service-level orientation for managing workloads.
- Powerful critical path analysis and reporting capabilities.

At CA World 2008, join us to discover how you can realize the benefits of CA's Workload

Automation r11 solution. There are over 50 sessions related to Workload Automation, and we recommend the following for your consideration:

BDW01SN CA Workload Automation Solution Strategy & Roadmap

BDW55SN Managing the Risk of Change: CA WA Conversion Services

BDW04SN Workload Automation as an Enabler of SOA

BDW06SN The Next Generation Data Center: Strategic Advantage for Growth

Discover something new about CA Workload Automation at CA World 2008! [ca](#)

Out From the Silo and Into the Light: Service Availability Management

Nationwide focus groups, recently conducted by CA, reveal IT organizations' growing desire for a predictive view of IT services and an integrated cross-silo view of IT service components. This desire is driven by a need to prevent problems before users are affected, improve Mean Time To Recovery (MTTR), and end the inevitable finger-pointing between the IT teams responsible for each technology silo.

Key findings indicate the following top 5 concerns:

- Technology silos prevent end-to-end management.
- Lack of integrated management tools amplifies these challenges.
- Determining root cause is difficult.
- Performance is becoming the most significant IT service issue.
- Little or no predictive visibility hampers proactive management.

Improvements in the reliability of hardware, the lower cost of fault tolerant configurations, and the redundancy of networking routing—

combined with business' increased reliance on IT services—have made performance a bigger concern than simply "is it running?" Accordingly, "service availability" has taken on new meaning. It's not just about whether the service is up or down, but if the service is providing the required response from a technical and business perspective.

When services are slow, employee productivity suffers and customer satisfaction drops; and in turn, when services are at peak performance, revenue increases.


SEEING THE LIGHT

The key enabler of managing IT service availability is the "service model," where each service is managed according to the group of cross-silo technologies that are required to deliver the service. Service model components are managed according to (1) a real-time measurement of user experience, (2) the time each business transaction spends in each silo (network, systems, databases and applications) as it traverses the infrastructure end-to-end, and (3) a bottom-up health analysis of each infrastructure silo.

User experience measurement indicates SLA compliance. End-to-end monitoring shows where a business transaction degrades or halts. Bottom-up health analysis of each silo reveals

weaknesses in the underlying infrastructure that impact the business transactions.

With the automated intelligence for analyzing and correlating this key data according to business policies and best IT practices, Service Availability Management can provide an early warning system and root cause determination for (1) impending performance degradations, before they become noticeable; and (2) outages in services and SLA violations before they occur, so IT can be proactive. Taking the blinders off, Service Availability lets IT see beyond the silos and get the full picture.

Service Availability Management is featured in booths 351 and 348 at the Exhibition Center and in sessions with identification numbers that begin with "BIS." 

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 World eDiscovery Summit NOVEMBER 17 & 18, 2008

eDiscovery presents an enormous set of challenges for today's organizations. Shouldn't it be easy by now?

You would think, but with changing legislation and increasing amounts of information to search, it isn't.

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- Case law updates
- A mock deposition: "IT Takes the Stand"
- Privacy

Get more information: visit www.ca-ig.com/caworld/ediscovery



SAP & BUSINESS OBJECTS SOLUTIONS AT CA WORLD

COME AND VISIT OUR SESSIONS TO LEARN MORE

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

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

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

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

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

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

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

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

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

Join the Hero Challenge on Wednesday, Nov 19th.



Visibility: The Key to Managing Your Risk and Compliance Programs

By Marc Camm

Senior Vice President and General Manager of Governance, Risk and Compliance Products, CA

If you can't see risk, you can't control it. A centralized Governance, Risk and Compliance (GRC) solution can help provide the visibility needed to effectively manage risk and regulatory compliance initiatives, as well as to make more informed business decisions. Let's take a closer look at why visibility is so important:

Visibility into risk is critical for planning. By understanding a risk and its potential effects, you can proactively plan to manage these effects. Consider the risk created by skyrocketing fuel prices, which present a significant threat to supply chains. Managing this risk may mean putting teams in place to manage the effects of rising fuel costs on your supply chains.

Visibility into organization-wide compliance efforts can help you cut costs by identifying redundant activities and helping to ensure that expensive controls and controls testing aren't duplicated in an

effort to satisfy multiple regulations. Many of the controls used for SOX, for instance, will also be necessary for compliance with Payment Card Industry Data Security Standards (PCI DSS).

Visibility into the changing regulatory landscape provided through a GRC solution prepares you for when new regulations come into play. For example, since requirements for some forthcoming international regulations can be mapped to SOX controls, new mandates can be efficiently addressed by leveraging existing SOX controls.


Visibility into project management can help ensure that GRC initiatives are efficient, well-planned and cost-effective. A good GRC solution will implement controls that monitor projects in order to help manage the schedule, milestones, completion dates, and other factors. It can also track and aggregate total costs across all your compliance initiatives, helping

to eliminate the "hidden costs" of many compliance activities.

Visibility through dashboard summaries can be tailored according to business role by a centralized GRC solution. With customized views, stakeholders can drill down into specifics and filter and scope data by geographic units, business units or regulatory mandates.

Learn more about the importance of visibility at GG010PN, [Best Practices in Complying with Industry-Specific Regulations](#), Monday, November 17th at 11:00 AM in Veronese 2405 and at GG005SN, The CA GRC Manager Product Roadmap: Business Governance via Integrated Risk and Compliance Management, on Monday, November 17th at 1:15 PM in Veronese 2404.

To discuss this topic with your peers, join the community at:

www.whatallanknows.com 

Hurricane Dolly IT Disaster Averted

University of Texas at Brownsville Disaster Success Story

Email and web-based applications are critical to the day-to-day operations of the University of Texas at Brownsville (UTB). They provide the principal means of communication and collaboration for the university's 18,000 staff, students and faculty, and need to be kept up and running at all times. Additionally, because UTB is situated on the Gulf of Mexico, in the heart of hurricane country, the university maintains a remote Disaster Recovery (DR) environment, which is especially important in the event of an emergency or campus closure.

UTB's DR environment is at a remote hot site in Austin, Texas, 400 miles from their Brownsville campus. This hot site uses a cost-effective combination of CA XOssoft™ High Availability and VMware technologies. UTB's campus communications systems—which include messaging data from 31,000 Exchange mailboxes and 200 GB of Office SharePoint data to support their campus website content—are continuously replicated to this Austin hot site. As a result, their applications are ready for immediate failover at a moment's notice.

In August 2008, UTB's DR system was put to the test. Hurricane Dolly hit the Brownsville coast with a vengeance, and the campus was completely shut down in preparation for the storm. Prior to shutdown, IT automatically switched over their Exchange, SharePoint and IIS services to

[Hurricane Dolly continued on page 15](#)



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Game-Changing Governance

By Jacob Lamm

Executive VP, Governance Group, CA

A new climate of business accountability is now emerging. This “climate change” is evidenced by a rising number of both regulations and internal performance measures. But these changes also provide a new role for CIOs. IT leaders are in a unique position to lead the improvement of business predictability and the curbing of business excesses.

CIOs, with their years of experience supporting audit, finance, HR and other programs, can lead the very governance best practices that can help their companies become more competitive than ever. This is an important way for CIOs to become “game changers.”

CIOs already have made an impressive start with game changing governance. Consider, for example, the operational efficiencies and enterprisewide view afforded by their Project and Portfolio Management (PPM) and IT governance (ITG) initiatives. CIOs have also supported enterprise resource planning (ERP) initiatives aimed at lowering costs and guaranteeing the predictable delivery of business services. This focus on applications, compliance and business value has helped CIOs prove their value in executive suites worldwide.

What’s more, some CIOs have extended these initiatives, often in unexpected ways. For example, large retailers rely on PPM solutions to manage their real-estate portfolios; this helps them decide when and where to open new stores and helps them expand their customer base. Similarly, some manufacturers of consumer packaged goods use PPM in conjunction with research and develop-

ment, creating, say, soft drinks while tracking product development every step of the way.

What about the jumble of interrelated and overlapping compliance efforts across the enterprise? The rise of Governance, Risk and Compliance (GRC) management tools offers unprecedented opportunities to centralize business policies, monitor performance against them and address the risk when noncompliance occurs. These tools can also help CIOs ensure that their companies meet regulatory compliance while eliminating redundant program offices. As yet another benefit, these tools offer a single point of input for the constant flow of new and updated regulations and policies—and another opportunity for CIOs to change the game.

In fact, perhaps no other executive has a greater responsibility for governance, whether directly or in support of other business units, than the CIO. Legal departments, for example, rely on IT for the discovery of digital and physical documents and e-mails, and to ensure that these records are preserved. Finance, HR and sales all depend at some point on IT for compliance strategies and compliance verification. This gives CIOs a unique advantage; they truly understand what’s needed to make sense of today’s compliance tangle.

This article originally appeared in *Smart Enterprise*.

You can hear Jacob Lamm speak on [Governance Vision and Strategy](#), in session GA001SN, Monday, November 17th at 9:45 AM in Venetian Ballroom C-D. [ca](#)

CARE Conference 2008 Recap

More than 120 CA User Group Presidents and CA User Community Leaders, representing over 12,000 user community members worldwide, attended the first day of the invitation-only CA Regional Exchange (CARE) yesterday. CARE attendees are strong CA advocates and users of CA technology, who build CA community networks, drive network activity, provide input to CA development teams—and, at the CARE Conference, share best practices, discuss challenges and provide input on the CA User Community Program.

“We really appreciate the effort the CA User Community Leaders have made to attend amid this difficult economic environment,” said Don Balducci, CA’s vice president of learning and development, during his opening remarks yesterday. Balducci’s comments were followed by a welcome address from George Fischer, EVP and GM of Global Sales, acknowledging the importance of all CARE attendees to the CA business and reiterating the gratefulness CA executive leadership has for all CARE attendees have done. Fischer also expressed CA’s commitment and focus on helping CARE attendees to maximize their IT investments, to “receive a faster time to value and achieve competitive advantage well into the future.”

The CARE keynote address was delivered by Alan F. Nugent, CA’s EVP and CTO. Nugent

spoke to the two absolute certainties global businesses face: the alarming rate of increase in the complexity of technologies; and how the economic climate is forcing IT to innovate as never before. Nugent also addressed the challenges of delivering superior levels of service in ever-changing environments, as well as the output from the recent completion of CA’s annual strategic planning process.

Later, CARE attendees presented CA Employee Recognition Awards, acknowledging over 80 CA employees that interact with the user groups and have, in the customers’ opinions, exceeded expectations over the last year for customer service. CARE attendees also attended other presentations and breakout sessions, to learn more about creating, leading and sustaining world-class user communities. Traditional communication vehicles (as well as new methods of communication through social media—including CARE forums and wikis) were addressed by the CA GEN user community, Second Life and the CA SPECTRUM® global user community

The second day of CARE included product breakout sessions led by the EVPs of CA’s three business units: Ajei Gopal, EVP Products—Enterprise IT Management Group; Jacob Lamm, EVP Products—Governance Group; and Chris O’Malley, EVP Products—Mainframe. [ca](#)

Information Is Your Business

DM Review

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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Virtualization Corner

Real Security Concerns on Virtual Servers

By Dave Gormley

Principal Product Marketing Manager, CA

Virtualization stands out as one of the most discussed and debated technologies in recent years. It is clear that virtualization brings many benefits to an organization. However, as companies employ virtual servers in greater volume to run production applications and store sensitive data, they are exposing themselves to a higher level of risk on the host

server and some important new risks on each of the virtual or "guest" machines.

An important risk area that often goes unchecked is administrative access. The management operating system and each guest operating system have super-user accounts—also referred to as root or administrative accounts—that provide unrestricted access. In many organizations, these accounts are shared between various administrators that need some form of privileged access to the server (e.g., backup technicians, database administrators, auditors, password managers, etc.). The host operating system poses the most significant risk with regard to these super-user accounts because they could be accessed to copy any one of the

Virtual Machines and the sensitive data it contains. These accounts also have the ability to modify or turn off audit logging which undermines the integrity of these records.

Companies need to eliminate the use of shared accounts on both the host and guest operating systems and limit the entitlements for each privileged user to match the requirements of their job. There should be a segregation of duties between the virtualization administration and the system administration to contain risk. This will limit exposure to sensitive data, help avoid errors that could effect performance or lead to downtime and help maintain compliance with various regulations such as PCI and Sarbanes Oxley.

Compliance and privacy regulations require both security policies and detailed auditing. Unfortunately, the basic logging capabilities that are provided by most native operating systems do not provide enough detail to track significant events, and in most environments those logging capabilities can be suspended or modified by

the administrative account user. This lack of accountability violates many compliance regulations and it means that an organization has no reliable way to investigate problems or suspicious activity—if that activity is even detected.

To live up to the virtualization promise of providing flexibility and rapid response to the business, companies need to have the above-mentioned capabilities in place so they can maintain a consistent level of security as applications are moved onto different physical and virtual servers. Any viable solution to these challenges needs to provide an easy way to create, deploy, change, and monitor a diverse set of security policies. CA Access Control can consolidate policy management across many physical and virtual platforms to meet these needs and CA Audit provides the detailed reporting to help meet compliance requirements and investigate abnormal activities.

Attend the [CA Access Control Roadmap Session: SA102SN](#) on Tuesday at 1:15 PM in Bellini 2104, for more information. [ca](#)



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More than 120,000 customers worldwide

95% of the Fortune 100 Global



Maximizing Value Through the CVN Journey

By Leo Annab

Corporate SVP, Global CA Support

Just as you run your IT organization to provide the right mix of response time and resources for your business, CA constantly adjusts our portfolio of services to meet your demands and provide you with added value. The CA Value Network (CVN) is a series of programs, services, and offerings to help you maximize value as you build and refine your CA solutions.

CVN is a way for you to experience additional value for your maintenance fees. In addition to timely, quality responses to your break-fix support cases, you can optimize your CA solution and user adoption with ongoing education, product health checks, peer and vendor networking opportunities, optional custom support or services offerings, and continued improvement of support tools, systems and services.

CVN helps to define your CA experience with a federation of programs, services and offerings, which are detailed here.

CA Education—Programs that strengthen EITM solution adoption through education.

CA Services—Expertly architected and implemented EITM solutions offering rapid time to value.

CA Support—Always available, easy-to-access trusted advice for all your technical product and customer service needs, and custom support offerings to meet your specific business requirements.

CA Communities—A wide range of value experience programs, such as CA User Communities for peer networking, CA Advisory Councils for influencing product roadmaps, the CA Customer Alliance Program to promote your successes, and Beta programs for early technology adoption.

While our account directors, account managers and partners work with you to understand your needs and bring expertise and ideas to your business requirements, our communities, education, services and support teams bring expertise and ideas to every stage of your EITM solution lifecycle.

I invite you to learn more about your CVN options and set course on your own CVN journey. While you are here at CA World 2008, visit the CA Value Network Booth, Exhibition Center 304-317, or request your custom CVN Journey Report from the CA Customer Interaction Booth, Hall C, just outside the secure Exhibition Center area. [ca](#)

The Interaction Booth hours are:
Sunday, 7:00 AM - 8:00 PM
Monday, 7:00 AM - 6:00 PM
Tuesday, 7:00 AM - 6:00 PM
Wednesday, 7:00 AM - 6:00 PM
Thursday, 7:00 AM - 12:30 PM



CA Partner Program for Recovery Management Offers Specialized Incentives and Benefits

The CA Partner Program promises: **Better Results. Together.** Find out what this promise now means for backup and recovery partners by taking a look at our new program extension, the CA Partner Program for Recovery Management. This extension provides financial incentives and benefits specifically to meet the needs of Recovery Management partners, which are provided in addition to general CA Partner Program core benefits.

Now, Recovery Management partners can take advantage of benefits that are extended to the Silver program level, including better profit potential for our CA ARCserve® and CA XOSoft™ products; access to stronger technical support; tailored marketing support; and stronger enablement and training.

Here is an overview of what is included in the new benefits:

Financial Support

- Deal Registration on Recovery Management for Silver partners.
- CA XOSoft 15% at-time-of-purchase rebate in North America (Oct 1 - Dec 31, 2008).

Advanced Technical Support

- Phone support for registered partners.
- Silver level 24X7 Severity 1 support.
- Escalated/Priority support for Gold and Platinum partners.

Marketing Support

- Customized Recovery Management content on CA Partner Portal.
- Customized Marketing Resource Center (MRC) and Partner Locator.

Enablement and Training

- Sales and technical accreditation courses.
- Lead management sales training.
- On-site technical courses.

For more details and a complete list of benefits, go to ca.com/partners/recovery or contact your CA Channel Account Manager.

ModelCVS—Discover CA Gen's Real Value

The shift from code-centric to model-centric development has made models into first-class citizens in model-engineering terminology. Various modeling languages and tools support different domains in the software development cycle. CA Gen, with 100% error-free code generation capability, has been widely used for more than two decades. The model exchange among CA Gen and other development tools increases the quality and productivity of software development.



free code generation capability, has been widely used for more than two decades. The model exchange among CA Gen and other development tools increases the quality and productivity of software development.

ARIKAN Productivity Group (APG) is a CA partner and IT technology provider. APG's ECLIPSE-based tool series "ModelCVS by APG" is a new, unique, and awarded* technology. This technology enables tool integration through transparent transformation of models, between metamodels representing the modeling languages of different tools. A metamodeling toolkit captures metamodels of the participating tools and generates adaptors for seamless exchange of tool data. Below are the components of the first commercially available version of this tool:

■ **ProgGen**—ProgGen is a Software Modernization tool for understanding and evolving existing software assets. Its generic software translation approach—based on OMG's software Architecture Driven Modernization—has

transformation capability from a PL/1-CICS-Embedded SQL system to one or more CA Gen model(s). The result is an effective, low-cost transformation process for software modernization.

■ **CA Gen EMF Query (Reporting) Tool**—The CA Gen EMF Query Tool is a generic implementation based on the EMF Query functionality for CA Gen metamodel instances. Any kind of query can be designed and executed dynamically and can be repeated at any time.

■ **UML Diagrams for CA Gen**—The Unified Modeling Language (UML) is a graphical language for visualizing, specifying, and constructing the artifacts of a software-intensive system. Some organizations have UML as their strategic modeling language or use UML for exchanging information with other organizations. ModelCVS UML2 diagrams can be generated from CA Gen models. Their diagrams depict information about CA Gen models in an alternative, comprehensive, and significant way. This first version supports class and state chart machine diagrams.

■ **SWT Client Generation for CA Gen**—SWT is the software component that delivers native widget functionality for the Eclipse platform, with operating system independence. It is analogous to AWT/Swing in Java, with an exception—SWT uses a rich set of native widgets.

With this additional capability, CA Gen C/S Window Applications can be generated for SWT and can be executed in any JVM environment like Linux.

ModelCVS components visualize different aspects of your IT assets or convert them into different models so that you can easily realize their true strategic value.

Visit these related sessions at CA World 2008 to learn more:

Tuesday, November 18, 2008

9:45-10:45 AM
MG120LN ModelCVS: CA Gen Enhancements Lab, Part I

11:00 AM - 12:00 PM
MG121LN ModelCVS: CA Gen Enhancements Lab, Part II

Wednesday, November 19, 2008

8:30-9:30 AM
MG115SN ModelCVS: Legacy Renewal—Transformation from a PL/1 system into CA Gen

Be sure and visit the APG—ModelCVS Team at Exhibition Pedestal 422B, in the Technology Pavilion, to get any questions answered. [ca](#)

**This work has been awarded and partly funded by the Austrian Federal Ministry of Transport, Innovation and Technology (BMVIT) under Grant FIT-IT-810806*

Partnering with CA


CA's Joint Solution Offerings (JSO) are the result of a collaboration between a strategic partner and a CA business unit around a specific technology. The value of a JSO is realized by combining the individual intellectual property (methodology, products or services) of both the partner and CA, yielding an enhanced value offering that exceeds the importance of either company's stand-alone offering. JSOs are powerful solutions that meet customer needs as IT leaders struggle with how they will secure, manage and govern their large enterprises moving forward.

The following Joint Solution Offerings are now available:

- **Accenture Performance Engineering**—This offering enables companies to meet user's performance expectations and improve the overall user experience by engineering higher performance early in the application development lifecycle.
- **Accenture Investment Portfolio Management**—Accenture is implementing their Investment Portfolio framework on top of CA Clarity™ to provide customers with a full end-to-end view of their business and IT investments.

- **Compliance Out-Tasking for Mainframe Security**—By combining CA Cleanup and Auditor with Acxiom's Certified Mainframe Security Specialists (CISSP and CISM) and their best practices, Acxiom will diagnose the integrity of a customer's z/OS environment and provide remediation of obsolete/orphan mainframe accounts.
- **Deloitte EBSO Identity Lifecycle Management (IdLM)**—This solution protects critical applications, data and systems from unauthorized access; and manages the identities and access rights of people inside and outside an organization through the use of Role-based Access Control.
- **Deloitte EBSO SAP Web Enablement**—This solution offers SAP customers the ability to secure and simplify access for users to Netweaver Applications. This JSO leverages Deloitte's industry-leading SAP practice methodology in conjunction with their state of the art Security and Privacy service offering.
- **SAP Enterprise Monitoring**—Today, SAP is delivering CA Wily Introscope® for SAP NetWeaver® "right to view version" to all

SAP NetWeaver customers. SAP and CA are leveraging their industry strengths and knowledge to extend and deliver the CA Wily Introscope suite of solutions across an organization's heterogeneous environment.

- **PricewaterhouseCoopers (PwC) GRC Manager (MAR)**—The GRCM JSO is a partnership which combines CA's GRCM product functionality with the best practices and methodologies of PwC in the Insurance and Healthcare verticals, specifically regarding regulatory compliance. The primary value of the offering to customers is a comprehensive and efficient solution to comply with Model Audit Rule (MAR) regulatory requirements.
- **Microsoft SharePoint Enablement**—CA Records Manager is the first records management product to receive U.S. DoD 5015.2 v3 certification. This is also certified with Microsoft® SharePoint and will allow SharePoint customers to gain this level of certification by using CA Records Manager. This solution has become a "standard play" at Microsoft for solving this problem. 

Come hear more about these Joint Solution Offerings at these informative sessions:

- Monday, November 17, 2008**
- 11:00 AM
GG010PN Best Practices in Complying with Industry-Specific Regulations
- 2:45 PM
GG020SN An Integrated Approach to Building the Risk Intelligent Enterprise
- 2:45 PM
BA105SN Quantifying Application Management Tool Integration Return on Investment: An Accenture Case Study

3	4	2	6	8	7	5	9	1
8	6	1	3	5	4	7	9	2
5	7	9	6	1	2	3	4	8
6	9	4	7	3	1	2	8	5
2	1	8	5	9	6	4	3	7
7	5	3	4	2	8	9	1	6
6	2	7	1	9	3	8	5	4
1	8	5	2	4	9	6	7	3
4	3	9	8	7	5	1	2	6

solution

LEANER.
MEANER.
GREENER.

Twentieth-century datacenters simply weren't built to handle the demands of twenty-first century business. With these hardwired, high-density computing environments, we've inherited inefficiency, complexity and ever-increasing power and cooling costs. Businesses need a new approach. IBM's New Enterprise Data Center is a vision for the highly efficient, greener-by-design, business-driven IT model you'll need for tomorrow. This isn't some far-off theory. IBM is already working with over 2,000 clients to help make this vision a reality. A greener world starts with greener business. Greener business starts with IBM.

SYSTEMS. SOFTWARE. SERVICES. FOR A GREENER WORLD.
See our Webcast about greener datacenters at ibm.com/greener/datacenter

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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®

Testimonial

Customer Speakers Attest to Value of CA NVM Solutions

One of the most valuable aspects of CA World is peer-to-peer interactions. In the Network and Voice Management (NVM) track this year, more than 10 NVM customers have volunteered to share their experience and success with CA SPECTRUM® Network Fault Manager (NFM), CAeHealth® Network Performance Manager (NPM), and CAeHealth® for Voice. Be sure to take advantage of this great opportunity to hear from them! Here are some recommended sessions to get you started:

Dominik Geiger of Fujitsu Siemens Computers (FSC), discusses how CA helped FSC create a new Network Operation Center that delivers a consolidated reporting and completely transparent view of network operations, on Tuesday, November 18th at 4:00 PM in Casanova 606-607. He will also discuss how CA assisted him with an on-schedule introduction, reducing costs per network port, interruption-free switchover, and rapid adaptation to changing product situations.

Kevin Haink of Wyeth speaks on Tuesday, November 18th at 2:45 PM in Casanova 606-607, to share his organization's evaluation of CA NVM as a replacement solution for HP OpenView and Network Node Manager, Wyeth's primary network management system for more than 10 years. Wyeth selected CA SPECTRUM NFM and CA eHealth NPM, based on an extensive set of requirements, including: "end-to-end" service based monitoring, a graphical depiction of each business service, continuous testing/polling with synthetic transactions, a consolidated and standardized global monitoring system, and a reduction in overall cost of ownership.

Jason Hall of Rooms to Go leads a session on Wednesday, November 19th at 4:00 PM in Marco Polo 701, entitled *Ensuring Retail Success and Saving Money with CA*. Hall will discuss a wide range of ways in which CA NVM has delivered value, such as: identifying excessive capacity that enabled savings of \$30,000 a month on connectivity costs; fixing a configuration issue impacting 162 edge routers in a mere 30 minutes; and automated testing to ensure links to credit card companies, credit checking bureaus, and distribution centers are operating reliably.

Tech Talk

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



Monday

November 17, 12:00 PM -2:00 PM

IT Agility: Balancing Performance, Security and Cost in a Tight Economy

Join Andy Briney, TechTarget Vice President and Group Publisher and a panel of CA Executives for this timely discussion. Attendees will also be eligible to win a prize. Must be present to win!



CMP

United Business Media

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.

Discovery Theater
Schedule November 16 - 18

Sunday, November 16

- 7:10 PM Investigative Report: ITIL—A Journey of Discovery
- 7:30 PM Managing the Virtual Environment: a Look at Design, Process and People Consideration—Cameron Haight, Gartner
- 8:30 PM The Importance of Going Green—Sam Somashekar, CA
- 9:00 PM Investigative Report: ITIL—A Journey of Discovery

Monday, November 17

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

Tuesday, November 18

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

Wednesday, November 19

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

CA Value Network

Mini Theatre Schedule

Interactive sessions with CA experts. Sit, watch, listen, and have your CA World 2008 Attendee badge scanned to:

- Register a \$5 donation from CA to the CA Value Network Charity Drive.
- Enter to win the daily CA Passport to Value Sweepstakes drawing.

SUNDAY, NOVEMBER 16, 2008

- | | | |
|---------|--|----------------|
| 2:30 PM | Do You Know CA SAM? | CA Support |
| 3:00 PM | How to Design a Service | CA Services |
| 3:30 PM | CA Partner Delivered Support Overview | CA Support |
| 7:00 PM | CA Support Online—Tips and Tricks | CA Support |
| 7:30 PM | Maximizing Your Value with the CA Value Network | CA Communities |
| 8:00 PM | Leveraging Service Management to Automate and Simplify Identity Administration | CA Services |
| 8:30 PM | Customer Alliance Program, Building Strong Relationships | CA Communities |
| 9:00 PM | CA Green Books | CA Support |

Announcements

Learn More About CA Clarity™ PPM in a Week Than Others Will in a Year!

Whether you're new to CA Clarity PPM or already use it, this week at CA World, you'll get the information you need to reach new levels of success—for you and your organization. This is true whether CA Clarity PPM interests you for IT governance, new product development, professional services, or use across the enterprise. Join hundreds of PPM users who come to CA World with their toughest questions—and leave with their most valuable insights!

Highlights of the CA Clarity PPM program at CA World include:

Breakout Sessions in Four Tracks—Choose sessions in the General, Functional, Technical, and Case Studies tracks to hear the latest from CA experts, customers, and partners.

Technical Campground—Often rated the best part of CA World, the Technical Campground is the place to meet one-on-one with development and support experts who can answer all your CA Clarity PPM questions.

Exhibition Center—See demonstrations of the latest version of CA Clarity PPM from our solutions consultants and meet with PPM value-added partners.

User Forums—Join with fellow users to share experiences, tips and best practices in these “birds of a feather” roundtables on key PPM topics. Attendance is limited to encourage active participation.

CA Clarity PPM VIP Awards—Come celebrate the winners at Monday's lunch.

Networking Events—Make connections with your peers and CA staff at special events throughout CA World. Exchange ideas and business cards in an informal setting—and reap the benefits long after you return home.

Check your copy of the CA Clarity PPM Program Guide for complete information. [ca](#)

Learn More About CA Clarity™ Project & Portfolio Manager

Visit the PPM solution area (EC Booths 582-592) to see demonstrations of CA Clarity PPM by CA experts, and learn about valuable services from CA partners. Live demos will show how PPM strengthens the engagement between IT and the business, drives innovation in new product development, and supports enterprise program management. See how portfolio planning, demand management, project management, resource planning, time and cost capture, and collaboration can help your organization choose and deliver the right products and services. Featured products include: CA Clarity PPM, and CA Clarity PPM for New Product Development (NPD). [ca](#)

Do You Know CA SAM?

Get to know CA SAM (Support Availability Manager) at an informative 15-minute presentation in the CA Value Network Mini Theatre, Exhibit Center Booth 304-317, at 2:30 p.m. Learn about the value you can get from an experienced, dedicated CA Support professional. After your CA SAM introduction, have your CA World badge scanned to be automatically entered in the daily CA Passport to Value Sweepstakes and add \$5 to our \$10,000 donation goal for the CA Value Network Charity Drive.

Green Books and Ham

Do you like defining and testing your own customizations but appreciate a good cookbook of best practices recipes for CA product configurations? Learn about CA Green Books—what they contain—what is planned—how to get easy CA Support Online access—during a 15-minute CA Value Network Mini Theatre presentation, Exhibit Center Booth 304-317, at 9:00 p.m. 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's First Corporate Sustainability Report

We are pleased and proud to present CA's first corporate sustainability report. This comprehensive report, entitled *Connected*, reflects our commitment to being a world-class corporate citizen, which means that in addition to working hard to deliver exceptional value to our customers and shareholders, we also strive to do our part to make the world a better place. This report details our commitment to our shareholders, employees, customers, the environment, and society.

Win-Win with Xtraction for Service Desk Drag-and-Drop dashboards.



Not only do you win with Hagrid Solutions drag-and-drop dashboard, Xtraction for Service Desk, but you can also win an iPod, Blu-ray player or Kindle during CA World. Xtraction connects to CA Service Desk and CA Asset Management and provides drag and drop dashboards and reports. Come visit us at Partner Pedestals 650B & 450B to enter the drawing.

[Hurricane Dolly](#) continued from page 8
their Austin hot site, in a matter of minutes, and continued to deliver up-to-the minute campus, course and emergency information. The university remained “virtually” operational throughout the entire campus closure, without a hitch.
To hear firsthand from UTB about their “disaster-proof” implementation, come to CA World Session BIR05SN, [How CA and VMware Provide Complete Data Recovery and High-Availability for Virtualized Environments](#), on Tuesday, November 18th at 9:45 AM in Marco Polo 805. [ca](#)

Going Green

Green is the new black. Mainstream and high profile designers alike are using eco-friendly materials in their clothing lines. When shopping, check the labels for ingredients like organic cotton and even bamboo, or look for organic collections from some of these well-known brands. Check out [lowimpactliving.com](#) for some suggestions.

Think before you eat. Only buy locally grown produce. The fruit or vegetable you're about to buy may be great for you, but if it traveled thousands of miles to get to your local grocery store then it's not great for the environment. Plus, buying locally means your purchase will support local farmers.

Green Fact: More than 200 million trees are saved every year as a result of recycling efforts. The manufacturing of recycled paper produces 74% less air pollution and 35% less water pollution, and requires 64% less energy.

Turn it off. Turn off the car instead of idling when waiting in a carpool lane for the kids at school. When a car idles for more than 30 seconds, it's actually using more gas, therefore putting more greenhouse gas pollution into the air than if it was turned off.

sudoku

Put a number from 1-9 in each empty box. Each number must appear once in each vertical column, as well as in each horizontal row and in each of the 3x3 grids.

6	2					9		4
	7			4			8	
					1			
			8	2				7
	3	4				8	1	
5				3	7			
			2					
	6			5			9	
1		5					4	3

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.

