

caWorld'14

Highlighting Workload Automation



CA World '14 will take place November 9-12 at the Mandalay Bay Resort & Casino in Las Vegas and will be a fantastic opportunity to experience educational sessions, solution roadmaps, product demos, education classes, partner solutions and technical meetings all in one central location anchored by state-of-the-art Cineplex theaters. The content will be structured into seven different centers, each focused on themes that are integral to helping our business thrive in the application economy.

Workload Automation will be a strong focus for the “Mainframe” center at CA World'14 for both our **distributed** and **mainframe** customers. We understand the huge challenges you're facing: you have to effectively manage large volumes of complex, business-critical workloads across multiple applications and platforms in a highly dynamic environment where a single failure can have a significant impact on your organization's capability to deliver goods and services. You have to work faster and smarter to meet the challenges of today as well as the challenges of tomorrow.

CA Technologies is dedicated to helping you address these challenges, and CA World'14 is the right place to see how we're transforming Workload Automation. Here are some of the highlights we're planning for you.

Transformative Innovations

At CA World'14 you'll hear about the new CA approach to helping customers automate and manage critical workload processing across their comprehensive IT environments while reducing IT costs, increasing speed and agility, and mitigating risk.

Our strategy to support flexible, enterprise-scale, cost-effective solutions in complex cross-platform environments focuses on simplifying, integrating and enhancing our core workload automation products.

We'll be showcasing:

- Advanced integrations for **SAP** and **Hadoop** that:
 - Help improve business productivity and lower costs by enabling customers to integrate SAP Solution Manager with CA Workload Automation AutoSys® Edition (AE).
 - Facilitate automating and connecting the various elements in a Big Data architecture through a simple, yet comprehensive end-to-end solution using Hadoop and CA Workload Automation ESP.
- iDash enhancements:
 - View and understand performance against service-level agreements (SLAs) and view Critical Paths via a highly intuitive dashboard, so you can more accurately and efficiently respond to business demands in real time using **CA Workload Automation CA 7® Edition** and **CA Workload Automation AE**.

Sessions, Demos, Pre-Conference Education & Meet the Expert Bar

The **Mainframe Cineplex Theater** will feature two sessions on our strategies around emerging technologies for Workload Automation given by Desikan Madhavanur, Vice President, Product Management and Business Line Leader for Workload Automation. In addition, Desikan will lead a detailed Workload Automation strategy session with his team to review our long- and short-term roadmaps.

Three **pre-conference education** sessions are being offered that will help you to gain an in-depth understanding of some of the CA Workload Automation enhancements; “Planning for your CA 7 r12 Upgrade”, “Configuring the CA Workload Automation System Agent agentparm.txt File” and “Tying SLA's and Workloads Together Using Predictive Analytic for both CA 7 and AE”. Each class is three hours and you must pre-register to attend.

A private room “off-the-show-floor” is reserved for over a dozen **Workload Automation sessions** that will be given by customers, partners and CA experts so you can continue to gain insight on new features and new ways to make your business thrive in the application economy.

Three **demo stations** will showcase our Workload Automation enhancements and new products on the show floor, where you'll be the first to see how these enhancements and products are designed to help you get more value from the solutions you rely on every day to monitor and manage your critical applications.

New to CA World'14 is a **Meet the Expert** area on the show floor where CA and industry experts will be available to engage in dialogues and answer your questions.

DevOps and OpsCenter

Attendees interested in Workload Automation will also be interested in the DevOps and the OpsCenter areas on the show floor that will feature dozens of application delivery and unified infrastructure management sessions and demos as well as a host of experts. Because all the centers are on the show floor, it will be easy to go from one to another to sample different sessions and offerings.

CA World'14 Has so Much to Offer

Many customers cite the networking opportunities at CA World as the most important reason to come, and at CA World'14 you'll be able to network with customers in the lounges on the show floor, at meals and at our Workload Automation User Community reception. Take advantage of the expert advice from your peers to respond more effectively to Workload Automation opportunities and challenges. We know you'll enjoy the special guest keynote and the always-amazing CA World event night.

Register Today

CA World'14 [registration](#) is now open. Take advantage of the Early Bird registration discount (\$200), which expires September 1. Don't forget! User Community members get an additional \$200 off their registration. The entire CA Mainframe and Distributed Workload Automation team looks forward to seeing you in Las Vegas!