

The background image shows a large, dimly lit conference hall filled with a dense crowd of people. On the stage, a speaker is visible, and several large projection screens display the same content. The screens show a man in a suit speaking, with one screen also displaying the text "Business, rewritten by software™". The stage is illuminated with green and blue lights, and the audience is seated in rows of chairs.

caWorld®'16

November 14-18, 2016

Mandalay Bay Resort & Casino
Las Vegas, Nevada

10 Reasons to Attend CA World '16:

*Preview of Continuous Delivery Program +
CA Release Automation Sessions & Demos*

Patricia Johnson

CA Release Automation Product Marketing

Where the Continuous Delivery Ecosystem Comes Together

caWorld'16

2 Continuous Delivery Keynotes and **3** Expert Panels

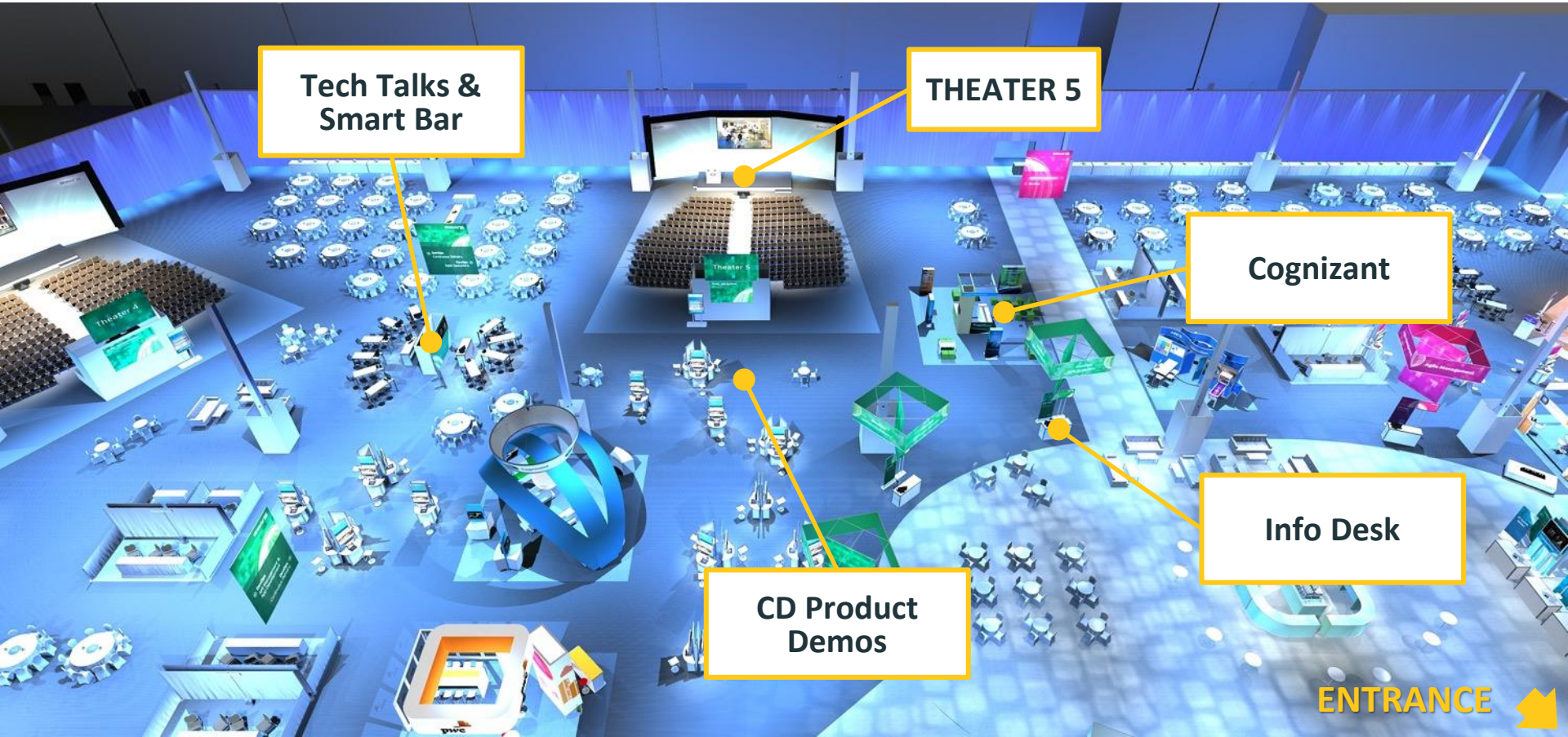
88 Continuous Delivery Sessions & Labs

26 Continuous Delivery Customer Stories

16 Demo Stations & **4** Smart Bars for CA Continuous Delivery Solutions

6 Continuous Delivery Solutions:
CA Release Automation (+ Continuous Delivery Edition), CA Service Virtualization, CA Test Data Manager, CA Agile Requirements Designer, and NEW CA BlazeMeter

DevOps–Continuous Delivery on the Event Floor



Non-Stop Educational Agenda

ca World®'16

Monday, Nov. 14th	Tuesday, Nov. 15th	Wednesday, Nov. 16th	Thursday, Nov. 17th	Friday, Nov. 18 th
ALL DAY Arrivals 9:00 am – 6:00 pm Pre-Con Education Product/Skills Certifications 9:00 am – 6:00 pm DevOps Simulation Experience (4 sessions)	ALL DAY Arrivals 9:00 am – 6:00 pm Pre-Con Education Product/Skills Certifications 9:00 am – 6:00 pm DevOps Simulation Experience (4 sessions)	7:00 am – 8:15 am Continental Breakfast 8:30 am – 9:45 am Mike Gregoire Keynote 10:00am Exhibition Center open 10:30 am – 11:15 pm Content Area Keynote 11:30 am – 5:15 pm Theater and Off-the-Floor Sessions 5:30 pm – 7:30 pm Networking Reception	7:00 am – 8:15 am Birds of a Feather Breakfast 8:30 am – 9:45 am Otto Berkes (CTO) & Ayman Sayed (CPO) Keynote w/ Customer Innovation Showcase 10:00 am Exhibition Center open 10:30 am – 11:15 pm Industry Luminary Keynote 11:30 am – 5:15 pm Theater and Off-the-Floor Sessions 6:30 pm – 9:30 pm Event Night	ALL DAY Departure Travel

Agenda subject to change

Get Inspired by DevOps/Continuous Delivery Experts

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Continuous Delivery: Making DevOps Awesome

Nicole Forsgren

CEO & Chief Scientist, DevOps
Research and Assessment (DORA)

Thursday, Nov 17: 10:30 AM - 11:15 AM



End-to-End, Integrated Continuous Delivery Ecosystem— How to Drive Innovation and Differentiation

Jeff Scheaffer

General Manager, Continuous Delivery,
CA Technologies

Wednesday, Nov 16: 10:30 AM - 11:15 AM



Does DevOps Kill the QA Star?

Moderated by Alan Shimel

Founder & Editor-in-Chief DevOps.com

Wednesday, Nov 16: 11:30 AM - 12:00 PM



DevOps Leaders Discuss the Journey to Continuous Delivery

Moderated by Aruna Ravichandran

VP, Product Marketing, DevOps, CA Technologies

Wednesday, Nov 16: 01:45 PM - 02:30 PM



Continuous Delivery in the Financial Services Industry

Moderated by Scott Edwards

Sr. Director of Product Marketing, CA Technologies

Wednesday, November 16: 04:30 PM - 05:15 PM



Hear How CA's Continuous Delivery Roadmap & Vision Will Help You Succeed in the Application Economy

Vision and Roadmap: CA Roadmap for the Continuous Delivery Portfolio

Steve Feloney, VP of Product Management, CA Technologies

CA Technologies brings the disciplines of development, testing and release management together through integrated, flexible solutions that help organizations accelerate the delivery of innovative applications that can be used to build strong customer loyalty and drive a competitive advantage.

Join product management leadership in this session to gain in-depth insight into what the future holds for CA's continuous delivery product portfolio (CA Service Virtualization, CA Release Automation, CA Test Data Manager and CA Agile Requirements Designer).

Wednesday, November 16: 12:45 PM - 01:30 PM

Participate in a DevOps Simulation Experience

Tear down isolated work boundaries step-by-step

- A high-level, non-technical representation of DevOps at work
- Half-day (3-4 hours), role-based game focused on software development and deployment lifecycle
- Participants are split into five teams: business, development, testing, release and operations
- In three short rounds, working across departments, each team completes tasks and reviews their results
- Outcome: the benefits of DevOps practices across enterprise organizations become crystal clear



Limited seats available;
pre-registration required

During Nov 14 & 15 Pre-conference, four sessions available per day!

Access Two Full Days of Pre-conference Training

36 Pre-conference sessions and labs for Continuous Delivery

7 of those specific to CA Release Automation

Pre-Con Breakout – CA Release Automation – Lagoon F (Sessions) and Lagoon G (Labs)

DAY	TIME	LENGTH	TITLE
Mon, Nov 14	09:00 am – 10:30 am	90 min	
	10:30 am - 12:00 am	90 min	Session: Automated Application Deployment 101: Getting Started and Best Practices
	12:00 pm – 01:00 pm		Lunch
	1:00 pm – 2:30 pm	90 min	Session: Migrate to CA Release Automation 6.x to Exploit New Features
	2:30 pm – 4:00 pm	90 min	Session: Become a Power User of CA Release Automation to Get the Most out of Your Implementation
	4:00 pm – 6:00 pm	120 min	Lab: Design Custom Action to Support CA Release Automation Deployment Operations
Tue, Nov 15	09:00 am – 10:30 am	90 min	Session: Make Zero-touch Application Releases a Reality with the Integrated, Open CA Continuous Delivery Framework
	11:00 am - 12:30 am	90 min	Lab: Getting Started with CA Release Automation Continuous Delivery Edition
	12:00 pm – 01:00 pm		Lunch
	1:00 pm – 3:00 pm	120 min	Lab: Build Plug-ins for CA Release Automation Continuous Delivery Edition

**Starter Sessions/Labs*

Take a Free Professional Certification Exam

YOU WIN

...by positioning yourself as a critical member of your team.



YOUR COMPANY WINS

...by leading with a proven and credentialed professional who strengthens team confidence

- **Continuous Delivery Professional Certification Exams:** CA Release Automation 6.x, CA Service Virtualization 9.x, and CA Test Data Manager 3.x
- **To sign up to take the 90 minute exam at CA World:**
 - Go to the exam registration site www.webassessor.com/catechnologies (where you can also find study guides).
 - Follow the onscreen instructions to create a personal test taker account and log in.
 - Select Register for an Exam (top right).
 - Select the catalog labeled CA World 2016, select a product and schedule an appointment.
- Find study guides and CA product training to **prepare for your exam** @ www.ca.com/certification

Certification exams are free for first 200 sign-ups and \$80 thereafter (a 60% discount).

See Six Action-packed Release Automation Demos

Modernize App Delivery with Zero-touch CD Framework

CA Agile Central, CA Agile Requirements Designer, CA Release Automation, CA Service Virtualization, CA Test Data Manager

Simplify & Accelerate Enterprise Deployments

CA Release Automation streamlines deployment across diverse server and cloud environments with powerful workflow engine

Manage Multiple, Concurrent App Releases

CA Release Automation Continuous Delivery Edition lets you plan, coordinate, enforce and optimize agile app releases

Take the Express Lane to Automated Deployments

CA Release Automation offers a quick start to deploying apps for new tool users

Easily Orchestrate Your Release Ecosystem

CA Release Automation and CA Release Automation Continuous Delivery Edition: Action Packs, Plug-ins and SDK

Turbocharge Your Docker Strategy

CA Release Automation enables rapid, dynamic, repeatable and measurable deployment of container artifacts

Hear 11 CA Release Automation Customer Stories

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THEATER 5



Executing data-driven deployments with CA Release Automation



Transforming complex software releases to customer network set top boxes



Adopting continuous delivery in a mainframe environment



GM FINANCIAL

The journey to a holistic, sustainable continuous delivery practice (multi-CD products)



GM FINANCIAL

Using CA Release Automation shared components to create 'gold deployment standards'



Sleek, automated deployments of Informatica objects

THEATER 5



Advanced success story: Continuous Delivery as a Service (CDaaS)



No-point-of-failure disaster recovery architecture with CA Release Automation3



Fast, 3-month adoption of CA Release Automation into complex infrastructure



Executing flexible yet secure deployments for compliancy and customer satisfaction



Year two of grass-roots DevOps journey: where are they now?

Explore a Wealth of Financial Industry Content

- Real-life CD Stories by Finance Companies including: **American Family Insurance, ING, Garanti Bank, GM Financial, Jewelers, Nationwide, Rabobank, Western Union**
- **CD Tech Talks:**
 - Keeping Applications Compliant and Secure Using Release Automation (DO5T10T)
 - Don't Forget Operations in Your Continuous Delivery Practice (DO5T09T)
- **Mainframe + DevOps/CD:**
 - DevOps On The Mainframe: Strategies & Best Practices from the Analyst Perspective (MFT171S)
 - Roadmap Session: Achieve DevOps on the Mainframe for Faster Time to Market (MFT148S)
 - Mainframe Theater: Continuous Delivery Demo



Continuous Delivery in the Financial Services Industry

Moderated by Scott Edwards

Sr. Director of Product Marketing, CA Technologies

Wednesday, November 16: 04:30 PM - 05:15 PM

Panelists Include:

- **Tim Dallmann** – **Jewelers Mutual Insurance** – Application Service Manager
- **Wess Miller** – **GM Financial** – AVP Quality Assurance
- **Daniele Romano** – **ING** – Continuous Delivery Specialist
- **Ram Venkataraman** – **Moody's Corp** – SVP, DevOps and IT Operations Leader



Get Up Close & Personal with CA Release Automation Continuous Delivery Edition

Pre-conference	Sessions	Demos
<ul style="list-style-type: none">▪ Session: Make Zero-touch Application Releases a Reality with the Integrated, Open CA Continuous Delivery Framework▪ Lab: Getting Started with CA Release Automation Continuous Delivery Edition▪ Lab: Build Plug-ins for CA Release Automation Continuous Delivery Edition	<ul style="list-style-type: none">▪ Case Study: EchoStar Transforms Complex Software Releases to Customer Network Set Top Boxes with CA Release Automation Continuous Delivery Edition▪ Tech Talk: Take Control of Multi-app Releases Before They Become Your Next Bottleneck▪ Tech Talk: The Continuous Delivery Metrics that Will Make Your Pipeline Fast and Your Apps Better	<ul style="list-style-type: none">▪ Modernize App Delivery with Zero-touch CD Framework▪ Manage Multiple, Concurrent App Releases▪ Easily Orchestrate Your Release Ecosystem▪ Turbocharge Your Docker Strategy

Help Your Peers by Reviewing CA CD Tools



- Share your product experience insights on IT Central Station
- Peer reviews can help others learn about the product, narrow choices in product evaluation and aid in purchase decisions
- Reviews can be anonymous or named
- Get acknowledged for being a power user

IT Central Station will be on site at CA World '16 collecting product reviews through an interview process—making it really easy to get your review published.

Just a 15 minute interview with ITCS + 10 minute review of their transcription

And you don't have to wait for CA World! Contact Frances Walker-Baptist today (frances.walkerbaptist@CA.com) to schedule your review.

Leave Energized & Ready...

Keynotes



Mike Gregoire
CEO, CA Technologies



Captain Scott Kelly
U.S. Astronaut and Retired
U.S. Navy Captain



Burt Rutan
Aerospace Legend



Otto Berkes
CTO, CA Technologies



Ayman Sayed
CPO, CA Technologies

Entertainment



Rob Thomas



Capital Cities



Help Your Company Stay Ahead in the App Economy

CA World is your opportunity to gain valuable, actionable knowledge and insights to help your company get an advantage in the application economy. You'll learn about CA products and solutions directly from the experts, get a first-hand look at future innovations, connect with CA executives, network with your peers and tech leaders—and have some fun while you're at it.

Elevate your technical know-how

Get access to 50% more preconference education and NEW certification courses.

Get an early sneak peek

Gain access to service, education and support enhancements before anyone else.

See product and solution roadmaps

Get the inside scoop on upcoming product releases, roadmaps and innovations.

Do some power networking

Gain opportunities to build your network and hear how others are achieving application economy success.

Sit down with CA's best minds

Get answers and advice from our CA experts, developers and support staff.

Realize great ROI

Choose from 400+ sessions, free hands-on labs and self-directed classes, inspiring keynotes and impactful business connections.



Q&A

CA Release Automation Program, Nov 16 & 17

11/16/2016	Main Stage: Theater 5	Tech Talks: Theater 5	Off-Floor Sessions: Lagoon F
12:45–1:30 pm	DO5T16S - Vision and Roadmap: CA Roadmap for the Continuous Delivery Portfolio (Steve Feloney)		DO5X44S - Molina Exceeds Customer Expectations With an Adaptable, Audit-Ready App Deployment Framework (Vanessa Keal)
1:45–2:30 pm	DO5T02P - Leadership Panel: DevOps Leaders Discuss the Journey to Continuous Delivery (Moderator: Aruna Ravichandran)	DO5T11T - Take Control of Multi-App Releases Before They Become Your Next Bottleneck (Marta Benach)	DO5X43S - Jack Henry Automates App Deployments Through Crises w/ Disaster Recovery Arch and RA (Chris Farrar)
3:00–3:30 pm			DO5X09S - GM Financial Transforms App Deployments with CA Release Automation and “Gold Deployment Standards” (Nora Kennedy)
3:45–4:15 pm		DO5T10T - Keeping Applications Compliant and Secure Using Release Automation (Keith Puzey)	DO5X22S - Garanti Bank Accelerates Digital Transformation in Mainframe with CA Continuous Delivery Solutions (Çiğdem Yurdakul)
4:30–5:15 pm	DO5T03P - Leadership Panel: Continuous Delivery in the Financial Services Industry (Moderator: Scott Edwards)		DO5X23S - EBSCO Executes Data-Driven Deployments in CA Release Automation for Diverse Software Installation Technologies (Mark Lynch)

11/17/2016	Main Stage: Theater 5	Tech Talks: Theater 5	Off-Floor Sessions: Lagoon F
11:30–12:00 pm		DO5T20T - The Continuous Delivery Metrics that Will Make Your Pipeline Fast and Your Apps Better (Dan Zentgraf)	
12:45–1:30 pm			DO5X07S - Jeweler’s Mutual Insurance Streamlines Complex App Deploy w/ CA RA (Tim Dallmann)
1:45–2:30 pm		DO5T09T – Don’t Forget Operations in Your Continuous Delivery Practice (Joe Offenberg)	DO5X12S - EchoStar Transforms Complex Software Releases to Customer Network Set Top Boxes with CA RA CDE (Monica Tanguay)
3:00–3:30 pm	DO5T22S - ING Delivers Unprecedented Global Continuous Delivery as a Service (Daniele Romano)		DO5X45S - Western Union Navigates DevOps Transformation (Charles Nelles)
3:45–4:15 pm			DO5X14S - HMS Delivers Sleek Application Deployments via CA Release Automation (Tim Gaston)
4:30–5:15 pm	DO5T19S - GM Financial Builds a Sustainable, Holistic, Continuous Delivery Practice (Matt McComas)		