

THE APPLICATION ECONOMY IS HERE. SEIZE YOUR OPPORTUNITY.

Why Come to CA World for IT Service Management?

As IT Service Management experts, you need proactive, intelligent insights to deliver your business consumers the same convenience and personalized experience they get from consumer-based technology outside the workplace. ITSM approaches of the past are no longer effective; CA ITSM solutions can help. Lean in as CA experts share their latest product strategies and roadmaps and CA customers discuss how their success stories have been rewritten with CA ITSM solutions.

This year’s Content Area highlights:

- 18 customer, partner & CA-led sessions covering real-life ITSM and IT asset management successes, improving ITSM maturity, effective software asset management, product roadmaps and other leading-edge approaches to ITSM.
- A Smart Bar where you can meet CA experts representing Service Desk, Service Catalog, Asset Management, ITSM Reporting and more to discuss specific strategies and product use cases.
- 11 technical deep dives (Education) including sessions on basic and advanced reporting/dashboards, process automation, integrations and self-service. Tips and best practices will be revealed for various ITSM functions including incident, problem, change, configuration and software asset management.
- Live demonstrations of CA ITSM and Asset Management solutions, including new and planned features.

Look Who’s Coming: VP and Director of IT Operations, VP and Director of Service Support, Service Desk Manager and Analyst, Asset Manager, VP of Procurements

- | | | | |
|--------------------------|---------------------|--------------------|---------------------|
| • Aflac | • Cox Automotive | • Express Scripts | • O-I |
| • American Express | • Delta Air Lines | • FedEx | • Oppenheimer Funds |
| • Air Nippon Airways Ltd | • Denso | • Frost Bank | • Scotiabank |
| • ASICS Corporation | • DIRECTV | • HCSC | • Target |
| • Bank of Hawaii | • Duke Energy | • Honda | • TD Bank |
| • Boston Scientific | • Eaton Corporation | • Liberty Mutual | • TIAA-CREF |
| • Cablevision | • Edward Jones | • Macy’s | • VF Corporation |
| • Charles Schwab | • Elavon | • Marsh & McLennan | • Wells Fargo |
| • Cigna | • Emerson | • Nissan | • Western Union |
| • Comerica | • Expedia | • Nomura | |

Overheard at
CA World’14...

“Dale Clark delivered a standing room only IT Service Management Strategy & Vision session.”

“You’re missing out on great deep dives into the technology if you don’t attend the pre-conference education sessions they offer.”

“That Unified Self-service demo is what we’ve all been hoping for. Finally a vendor hit the mark!”

Featured Speakers
include:

- George Spafford, Research Director, Gartner, Inc.
- James Harvey, General Manager, CA IT Business Management
- Paul Pedrazzi, SVP Product Management, CA Service Management Solutions

Must-Attend Demos

Topic	Product(s)
Deliver ITSM Designed for Humans, Built for Service	CA Service Desk Manager CA Service Catalog CA Business Service Insight CA Cloud Service Management
Keep Business Running: Make IT Simple with Self-Service ITSM	CA Service Catalog CA Service management - Unified Self-service
Manage Today’s Complex Hardware and Software Assets	CA IT Asset Manager CA Software Asset Manager (CA SAM) CA SAM Optimization & Simulation Module
Provide Dashboards and Analytics for Better ITSM	Xtraction for CA Service Management

Register now at ca.com/caworld

Service Management Sessions

Date	Time	Location	Session	Session Type
16-Nov	1:00p	Breakers E	Building ITSM Reports and Dashboards with CA Business Intelligence Tools	Education
	3:00p	Breakers E	Advanced and Reporting Dashboards with Xtraction	Education
	5:00p	Breakers E	Get the Most Out of CA Service Management Unified Self-service	Education
17-Nov	9:00a	Breakers D	Building Basic ITSM Workflows in CA Service Management	Education
	10:30a	Breakers D	Building Advanced ITSM Workflows in CA Service Management	Education
	1:00p	Breakers E	Effective Change/Configuration Management with CA Service Management	Education
	3:30p	Breakers E	What's New in CA Service Management	Education
18-Nov	10:30a	Theater 5	Content Area Opening: Reserving Your Place in a Future Driven by Agile Operations	Session
	12:15p	Theater 5 (Tech Talk)	Make the Most of your ITIL and CA Service Management Investment with Out-of-the-Box Content	Tech Talk Session
	1:00p	Breakers L	State of Colorado Takes the Road to ITSM Maturity: - Playing the Game and Winning	Session
	2:00p	Breakers L	Appriss Supercharges ITSM Efficiency with Process Automation to Save Lives	Session
	2:00p	Theater 5 (Tech Talk)	Leveraging Design Thinking and Deep Customer Insight to Develop Next Generation IT Service Management	Tech Talk Session
	3:00p	Theater 5	Oppenheimer Funds Brings IT to the People with Self-Service and CA Service Catalog	Session
	3:45p	Breakers L	The Importance of ITSM Upgrades: People, Process and Technology Working Together	Session
	4:30p	Theater 5	Vision and Strategy: The Road to a New ITSM Experience	Session
19-Nov	10:30a	Lagoon E	ITSM customers, are you interested in directly impacting the future design of ITSM? (1.5 hour session; requires pre-registration using Agenda Builder)	Design Studio
	1:00p	Theater 5	Gartner, Inc., George Spafford, Research Director	Session
	2:00p	Theater 5	Marsh and McLennan Wins Big in ITSM by Playing a Team Game	Session
	2:00p	Theater 5 (Tech Talk)	Mobile ITSM Technology for IT Analysts and Business Consumers	Tech Talk Session
	3:00p	Theater 5 (Tech Talk)	Knowledge Management of the Future for ITSM	Tech Talk Session
	3:00p	Breakers L	Spectrum Health Delivers a Superior Consumer Experience to its IT Users With Service Catalog	Session
	3:45p	Theater 5	Vision and Roadmap: CA IT Service Management	Session

IT Asset Management Sessions

Date	Time	Location	Session	Session Type
16-Nov	1:00p	Breakers D	Zero to Compliance Using Software Asset Management Solutions from CA	Education
	3:00p	Breakers D	Managing Software Entitlements in Software Asset Management Solutions from CA	Education
17-Nov	9:00a	Breakers E	A Day in the Life of a Software Asset Manager	Education
	1:00p	Breakers D	Get the Most From Your Software Licenses with CA Software Asset Management	Education
18-Nov	3:00p	Breakers L	How to Get Your Life Back: Succeeding at Software Asset Management at First Horizon National Corporation	Session
	4:30p	Breakers L	10 Steps to Accelerate Your Software Asset Management Efforts	Session
19-Nov	2:00p	Breakers L	Save a Million Dollars in 15 Minutes with Software Asset Management and Not Go to Jail	Session
	4:30	Breakers L	Software Asset Management - The Tough Stuff	Tech Talk Session