

# Measure

## Microsoft Windows takes on enterprise role

Now that Microsoft Windows is being deployed as a mission-critical operating system, workload characterization, analysis, consolidation, and scaling are increasingly important. At CMG2003, the Microsoft mini-conference will address critical enterprise-class, Windows performance management issues.

Knowledgeable experts will present scalability studies and discussions of performance management for key technologies—along with the performance implications of underlying hardware.

Complementing keynote speaker Dr. Wael Bahaa-El-Din, a Distinguished Engineer in Microsoft's Server Technology group, two industry experts will address the mini-conference:

- » **Prem Mehra** from Microsoft will discuss the consolidation process for SQL Server 2000 databases.
- » **Raj Gil** from The Scalability Experts will discuss scalability issues and the impact of 64-bit processing on SQL Server.

Other insightful sessions about Microsoft Windows server hardware and software include:

- » **Rob Johnson** on performance implications when offloading TCP/IP processing from the CPU
- » **Scott Johnson** on the performance impact of Intel's hyper-threading features
- » **Mark Friedman** discussing the constraints on virtual memory of the 32-bit Wintel environment
- » **Dr. Bernie Domanski** and **S.R. Renuka** providing insights into .NET applications

Need to come to grips with scaling issues for Java on Windows? Avi Sadhu will present measured data and discuss experiences with a successful scale-up project. Come learn about server workload and application insights in sessions led by Michael Salsburg, Xilin Cui, Yefim Somin, Joe Carlisle, and Ellen Friedman. If you need a good dose of virus protection, check out Richard Austin's informative presentation, *Hackers, Viruses and DOS, Oh No!* All at CMG2003.

## Web Services demystified

Having trouble making robust legacy applications talk to hot new Web applications? Trying to manage business transactions with your partners when everyone is running proprietary software on different platforms? Simple, flexible interoperability is the "holy grail" behind Web Services. What are they? They are programs accessed over the Web independent of the tools used to create them and the operating system they run on. At CMG2003, we will showcase several exciting sessions about Web Services:

- » **Bradley Brown** from TUSC, one of the world's foremost Oracle experts, will give a keynote presentation entitled *Web Services—Past, Present, and Future*.
- » **Dr. Jeffrey Buzen**, A.A. Michelson award-winner and past CMG President, will present *Measurement Principles for Web Services*.
- » **Denise Kalm and Dr. Annie Shum** of BMC will present *Men Are from Mars, Women Are from Venus, Web Services Are from Betelgeuse*—where they'll explain the basics, the value, and the challenge of creating or migrating to a Web Services architecture.
- » **Anne Thomas Manes** of the Burton Group will provide a perspective on *Web Services Futures and Directions*.
- » **Dr. Bernie Domanski** of the City University of New York will demonstrate *How to Create a Web Service with .NET*.

**If Web Services are in your future, this showcase is sure to jump-start your efforts!**

## Experts showcase emerging storage networking trends

Today's systems management professionals face a bewildering array of new data storage options. Expert speakers at CMG2003 untangle knotty problems of networked storage technology. The Storage Networking showcase is the authoritative way to plug into emerging technology and trends. With comprehensive tutorials on the latest storage networking developments, current research findings on the performance of serial fiber interfaces, and the opportunity to go one-on-one with leading storage industry experts, CMG2003 provides a unique technical program for storage administrators. Highlights of this year's Storage Networking showcase include:

- » **Fred Moore**, a storage industry pioneer and columnist for the *Computer Technology Review*, will address trends in data storage, emphasizing future technology and developments in architectures, storage networking, and the rise of digital content.



- » Industry analyst **Jon William Toigo** will provide his down-to-earth view about the appearance of an intelligent storage utility—whether it's real or marketecture.
- » **Randy Kerns** of the Evaluator Group will lead a panel of industry experts in a discussion of storage networking futures.
- » Participants in the **Storage Performance Council's** benchmarking studies will present audited results comparing the price-performance of the leading disk storage hardware configurations.
- » **Bill Zahavi** of EMC will report on proposed specifications by the Storage Networking Industry Association (SNIA), which is developing an API for extracting performance metrics from storage arrays.

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CMG2003 is the 29th International Conference for the **CMG DALLAS 2003** Resource Management and Performance Evaluation of Enterprise Computing Systems—sponsored by CMG, Inc. This conference brings together industry visionaries, technology experts, and fellow attendees to share ideas and experiences in the performance optimization, resource management, and capacity planning fields. CMG2003 is your opportunity to engage in an invaluable information exchange.

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## CMG2003 Keynote Speakers



**Bradley Brown**  
Chief Architect and  
Co-Founder  
*TUSC (The Ultimate Software Company)*

### Web Services—Past, Present, and Future

Web Services are the next logical step in application development. They provide a major step forward in the Internet computing model. There are so many components and continual research going on in this area. This presentation will focus on the things you really need to know and care about with Web Services. This presentation will provide a practical example of a Web Service application of the future.

**Dr. Wael Bahaa-EI-Din**  
Distinguished Engineer,  
Windows Performance and Reliability  
*Microsoft*



### Windows Performance and Scalability: A Decade of Challenges, Opportunities, and Advancements

This presentation discusses the performance analysis and product improvement efforts in the last decade that helped transform Windows Server from a single-processor low-end server in 1993 to one of the top high-end scalable servers and a performance leader in 2003. Specifically, we discuss the performance improvement strategies, tools and metrics that helped make Windows Server faster and more scalable for a wide range of workloads, benchmarks and hardware configurations. A number of case studies for the server product are presented and we explain how Windows server performance focus differs from that for the Windows desktop and clients. Finally, we share some lessons we have learned, and highlight future trends and challenges for the performance analysis community at large.



**Peter Rodriguez**  
Chief Architect, Manager,  
On Demand Workplace  
*IBM*

### IBM's On Demand Workplace—An overview of IBM's Intranet Portal

IBM's Intranet portal—the “On Demand Workplace”—is arguably one of the largest Intranet portals in the world. Serving up to 350,000 users at a pace of 15-20 million hits per day, the portal integrates a wide array of systems into a single desktop-portlet environment. Mr. Rodriguez, IBM's Chief Architect for the Intranet portal, discusses the complex set of systems that form IBM's On Demand Workplace, and goes into detail on some of the integration, performance, and content management disciplines that are required to deploy such a portal. The discussion will cover a brief historical account of the evolution of the portal, the basics of system and project governance, integrated applications, the challenges of performance, worldwide deployment issues, personalization, measurements, and value of the portal site.



The Association of System  
Performance Professionals

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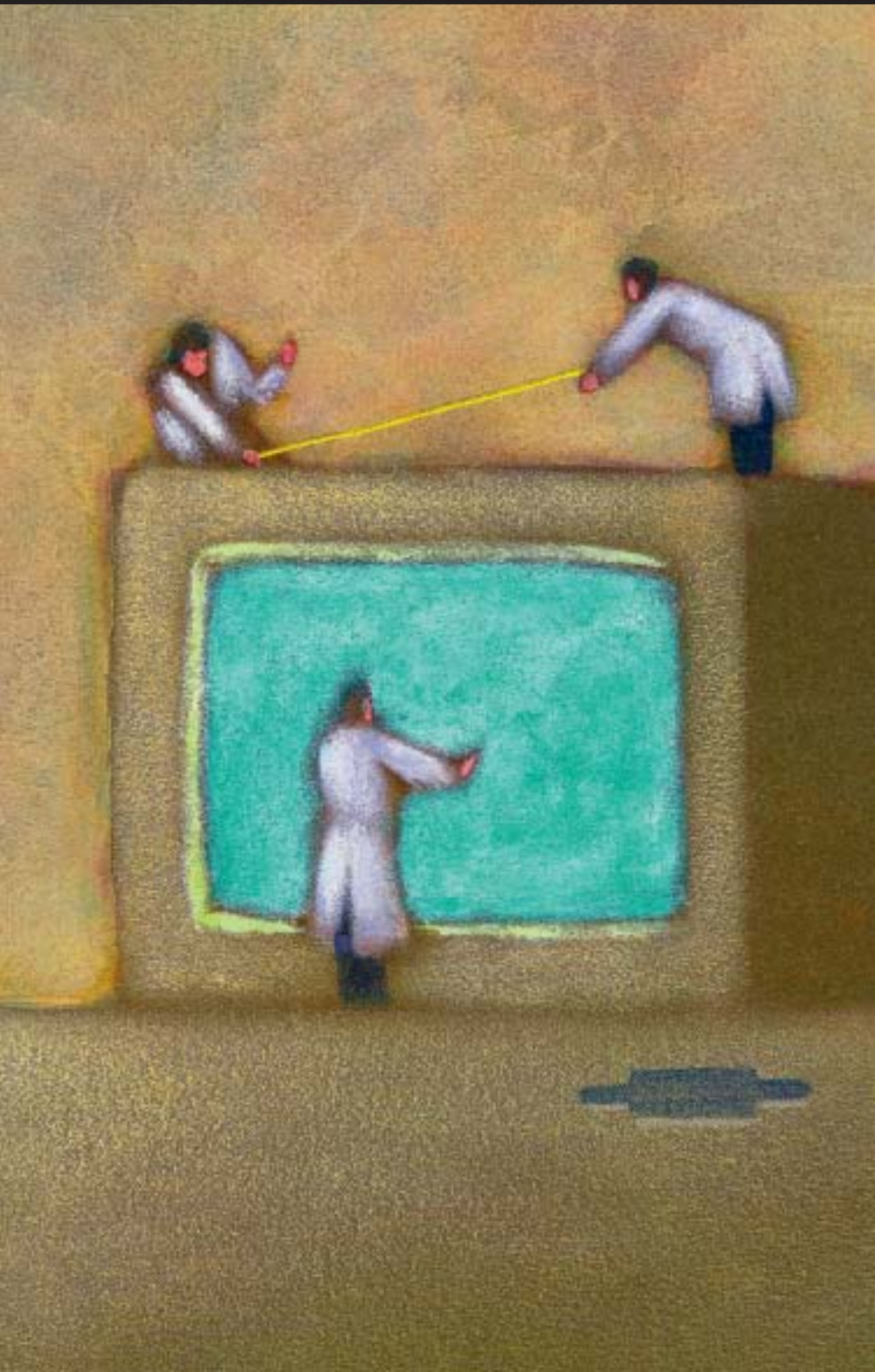
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resources demand it. That's where CMG2003 comes in. CMG2003 is the only conference with a complete focus on performance evaluation, resource management, and capacity planning—across all platforms and architectures. Join us at CMG2003 for the latest ideas, innovations, and information from leading industry experts.

### Keynote Speakers

**Bradley Brown**, Chief Architect and Co-Founder, *TUSC (The Ultimate Software Consultants)*

**Wael Bahaa-El-Din**, Distinguished Engineer, Windows Performance and Reliability, *Microsoft*

**Peter Rodriguez**, Chief Architect, Manager, On Demand Workplace, *IBM*

### Business Management Showcase

**Amy Wohl**, Editor and Publisher, *Amy D. Wohl's Opinions*

**Mark Stahlman**, Industry Analyst, appearing on CNN and CNBC

**Ralph Terkowitz**, Chief Technology Officer, *The Washington Post*

### Executive Management Showcase

Featuring senior management from IBM Tivoli, Computer Associates, Keynote Systems, BMC, and EMC.

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