

Measure

Sizing up the World Wide Wait: the scalability and performance of web-based applications

As more business-critical applications are launched in web environments, there is an increasing need for capacity planning and performance measurement of these applications and the architectures they run on. If your area of responsibility has anything to do with Web Services you can't afford to miss CMG2004. This year's conference will have an extensive program focused on Web Services performance and capacity planning, including sessions on:

- » Service level management for web applications
- » Performance and scalability of J2EE JAVA applications
- » WebSphere on z/OS and the WLM
- » WebSphere Studio Application Developer (WSAD)
- » WebSphere MQ and SOAP enhancements
- » Linux
- » WebLogic performance and tuning
- » Modeling applications across the enterprise
- » .NET
- » Network architecture and performance
- » EJBs and JVM performance



Join us in Las Vegas on December 5-10 at CMG2004 for an action-packed conference. Increase your knowledge with technical and tutorial sessions presented by top industry experts sharing their knowledge and real-world experiences.

Register today! www.cmg.org/conference

Experts examine emerging enterprise computing platforms

Here's an issue that keeps CIOs and other IT executives awake at night: how to select and manage emerging enterprise computing platforms effectively, including the full range of Open Source, .NET, J2EE, and Web Services computing initiatives. Meanwhile, powerful hardware products from Intel, Unisys, IBM, HP, and Sun are challenging traditional concepts of what is a mainframe. Industry experts will be on hand at CMG2004 to provide their insights into emerging technology trends.

At CMG2004, an Open and Emerging Enterprise Operating System mini-conference will provide continuous sessions throughout the week that focus on performance-related issues centered on the Windows, Linux, and UNIX platforms. Presentations will include insights, hands-on experience, and best practices from early adopters—with plenty of time for one-on-one discussions and collaboration. Featured speakers in this mini-conference will include:

- » **Marc Fleury, Founder and President of JBoss**, will present a unique methodology for understanding and managing performance using Aspect-Oriented programming.
- » **Prem Mehra, a principal within Microsoft for SQL Server development**, will present best practices in deploying SQL Server 2000 on a large SAN.

A to z/OS—everything you need to know

Today's z/OS mainframe evolved from the one "born" in 1964. Now this agile, 40-year-old platform is busier than ever—earning a position as the *de facto* standard for high availability and high performance for business applications and nearly doubling the installed mainframe processor capacity in the last year alone.

Celebrate this birthday by learning about the latest techniques in z/OS systems management at CMG2004. Come to Las Vegas and learn practical information about z/OS best practices proven by your peers in virtually every industry. The z/OS-related sessions include:

- » User experiences with the z Series processors: z800, z890, z900, and z990
- » Workload Manager (WLM) and IRD-related experiences and successful methodologies

- » ESCON to FICON migration issues
- » Tape and disk storage subsystems strategies
- » Chargeback methodologies and successful real-world approaches
- » Vital, new strategies for end-to-end service level management
- » CICS, DB2, WebSphere, USS, MQSeries, USS, z/OS Logger performance
- » Networks, FTP and TCP/IP practices in z/OS environments

At CMG2004, you'll discover invaluable sessions about performance management, capacity planning, cost controls, on demand computing, and web enabling your mainframe environment. Learn from fellow professionals who have already "been there and done that."

CMG2004 | **DECEMBER 5-10** | Las Vegas, NV

CMG2004 is the 30th International Conference for the **CMG LAS VEGAS 2004** 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. CMG2004 is your opportunity to engage in an invaluable information exchange.

Register today!
www.cmg.org/conference

Managing Change Across the Enterprise

CMG2004 Keynote Speakers



Rick Fuchs

Vice President, Sales Execution
On Demand Business
IBM

On Demand Business

Business is moving at an unprecedented pace with requirements to move quickly, to decide quickly, and to sense and react quickly. Market trends, customer demands, intense competition, and industry consolidations are demanding greater responsiveness from their organizations and delivered at a cost that will keep the shareholders satisfied. At IBM, we call this an on demand business—"an enterprise whose business processes—integrated end to end across the company and with key partners, suppliers, and customers—can respond with speed to any customer demand, market opportunity, or external threat." In his presentation at CMG2004, Rick will discuss these business trends and strategies to become an on demand business.

Mark Lewis

Executive Vice President
EMC Software



IT in 2010: An Information Infrastructure Manifesto

The insatiable appetite for digital information—born from human curiosity and our capacity for learning and creativity—continues to drive civilization. By 2010, IT's scope will enlarge (again) to include consumer electronics, content-producing industries, and communications, all largely based on digital input and output. While the IT industry continues to expand, the IT deployment model must be adjusted to accommodate new users, new uses, and new technologies. The Information Infrastructure will serve as the glue that binds together all IT components—servers, storage, networks, and access devices. The IT manager will see resources as a single pool that can be allocated and provisioned on the fly to respond to business changes—in real time and without service interruption. At CMG2004, Mark will present further prognostications for IT in 2010.



Jim Grant

General Manager and Vice President
Remedy Business Unit
BMC Software

Business Service Management: Configuration, Change, Assets, and IT Management

Practitioners of resource and performance management have led the early charge for acceptance of service management principles. As customers and vendors build solutions that are service-centric in design and application, we must challenge long-held ideas and approaches to solving the management problem. Is the integration of best-of-breed technologies a superior approach to the so-called failure of frameworks? Is there something in between? Can standards really solve the problem? There are many instructive parallels here, and we should consider the implications as a way of ensuring our work is more relevant to the businesses we serve. Jim will explore these issues in light of the evolving management software market and its likely directions in an effort to create context for the good work CMG attendees must do.

For more details and bios for our Keynote Speakers, please visit: www.cmg.org/conference

Take a stand on standards

In an effort to promote professional standards among its members, CMG will highlight the IT Infrastructure Library (ITIL) best practices in a one-day track at CMG2004. ITIL is the most widely accepted approach to IT Service Management in the world and is rapidly being adopted as the global standard for best practices in the provision of IT service.

Also at the conference, CMG, a recognized affiliate of the Institute for Certification of Computing Professionals (ICCP), will offer member discounts for professional training, as well as the opportunity to take up to three ICCP exams onsite at the conference: the IT Core exam, the IT Management exam, and the Business Information Systems exam. CMG will also host a Certified Computing Professional (CCP) Review program to help attendees prepare for the tests. Attendance at the CMG conference counts towards the Continuing Education hours required for maintaining an ICCP professional certification in good standing. Information about ICCP professional certification and sample certifications tests are available at www.iccp.org/iccpnew/training.html

IT INDUSTRY BEST PRACTICES AND CERTIFICATION



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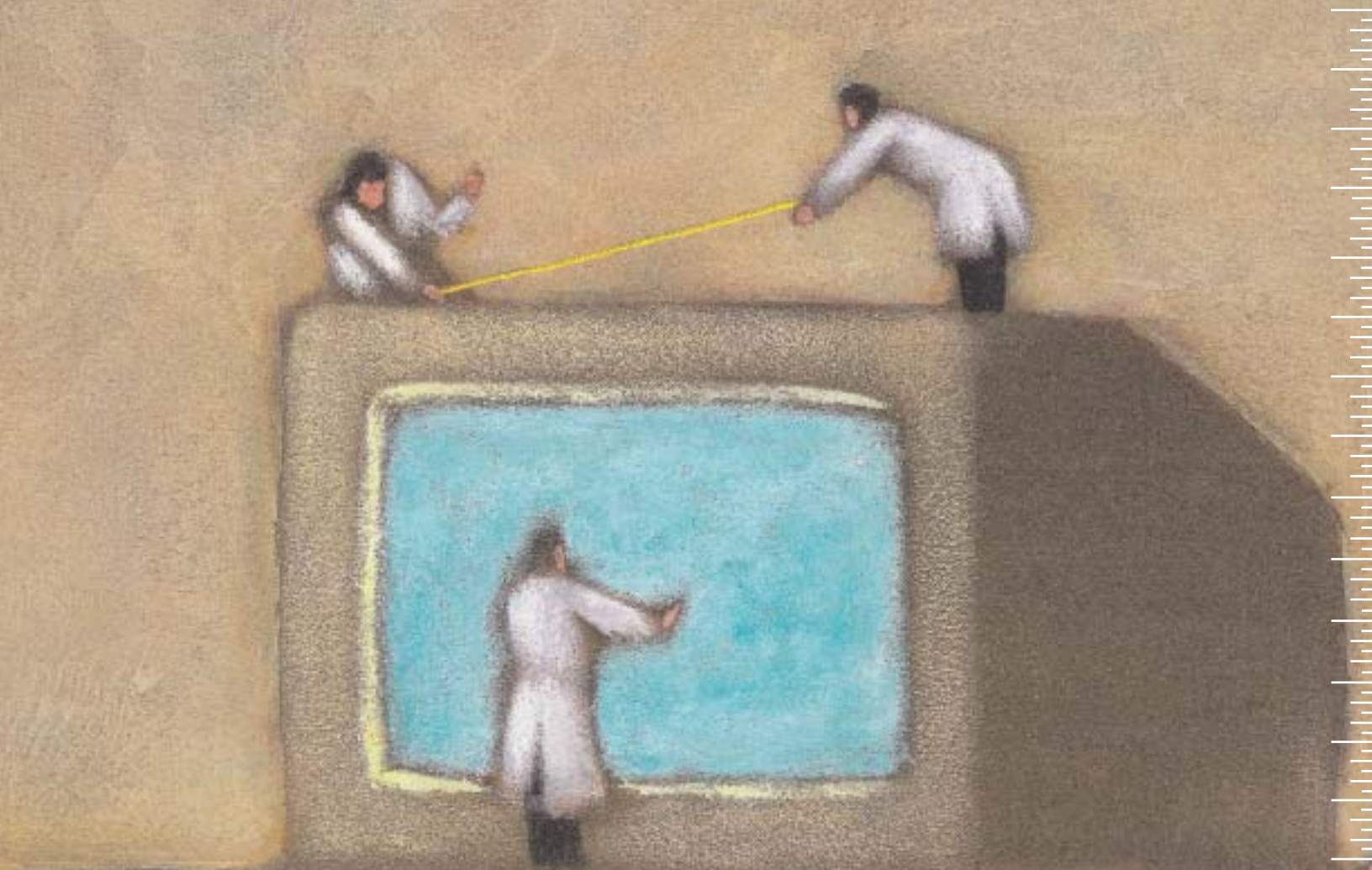
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Measure IT. Manage IT. Master IT.



There's never been a better time to discover new tips and techniques for measuring and managing IT. Shrinking budgets and

scarce resources demand it. That's where CMG2004 comes in. CMG2004 is the only conference with a total focus on performance evaluation, capacity planning, and resource management—across all platforms and architectures. Join us at CMG2004 for the latest ideas, innovations, and information from leading industry experts.

W E L C O M E

Keynote Speakers

- * **Rick Fuchs**, Vice President, Sales Execution, On Demand Business, *IBM*
- * **Jim Grant**, General Manager and Vice President, Remedy Business Unit, *BMC Software*
- * **Mark Lewis**, Executive Vice President, *EMC Software*

Executive Management Showcase

- * **Jim Crew**, Director, *Merrill Lynch*
- * **Fred Engel**, CTO, *Concord Communications*
- * **Corey Ferengul**, Senior Vice President & Director Operations Strategy, *Meta Group*
- * **Mary Nugent**, Vice President, *BMC Software*
- * **Jothy Rosenberg**, Founder, *Service Integrity*
- * **Dr. Ken Traub**, CTO, *ConneTerra*
- * **Werner Vogels**, Department of Computer Science, *Cornell University*

Featured Speakers

- * **Marc Fleury**, Founder and President, *JBoss*
- * **Prem Mehra**, Principal for SQL Server Development, *Microsoft*
- * **Fred Moore**, President, *Horison, Inc.*

Business Management Showcase

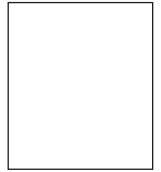
- * **Zeus Kerravala**, Vice President of Enterprise Infrastructure, *Yankee Group*
- * **Douglas Neal**, Research Fellow, *CSC Research & Advisory*
- * **Bruce Rogow**, Private Council, IT Management, *ViValdi Odyssey & Advisory Service*

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CMG AT A GLANCE



The Computer Measurement Group, Inc. (CMG) is the world's leading organization for the exchange of ideas and information among professionals charged with the measurement and management of enterprise computer systems and networks. Since 1975, CMG has been a resource for the education of its members and the advancement of the tools and techniques for performance optimization, resource management, capacity planning, modeling, and cost recovery.

CMG2004 EXHIBITORS

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