

technology exploitation

DOING
more

CMG'10

December 6-10, 2010 | Gaylord Palms Hotel | Orlando, Florida | www.cmg.org

and the bottom line
with less

In December, the Computer Measurement Group (CMG)—the association for system performance professionals—will present its **CMG'10** international conference.

CMG'10 is the industry's premier source of performance, capacity planning, and IT service management information and methodologies. The goal: to help you deliver the highest level of technology exploitation to contribute to your organization's bottom line.

At **CMG'10**, you will learn how to optimize your IT infrastructure to best meet business needs through the expertise of proven performance and capacity management professionals. **CMG'10** features industry leaders sharing best practices for performance engineering and capacity management from desktops to mainframes to networks—and everything in between.

More than 100 presentations will give you an opportunity to interact with true industry experts in performance analysis, capacity planning, and systems management—plus infrastructure and architecture...cloud computing...outsourcing...and much more.

The presentations are only part of the story; **CMG'10** also provides a unique opportunity to:

- Network with IT service management leaders
- Learn about new products and services
- Share insights and experiences with your peers
- Consult with industry luminaries, who will be accessible throughout the conference
- Suggest and discuss specific issues at informal "birds-of-a-feather" sessions

When the pressure's on to do more with less, you can't afford to miss **CMG'10**.

Discover how to exploit your resources at CMG'10

CMG'10 is the only vendor-neutral, OS-agnostic conference aimed at providing you with solutions and insights to manage your IT systems for optimum performance—with maximum return on your investments.



WHEN: December 6-10, 2010

WHERE: Gaylord Palms Hotel, Orlando, Florida

WHO: Industry leaders sharing hands-on, real-world experience about systems management, performance, and capacity planning

WHY: Learn the skills and best practices that will help you measure and manage even the most complex IT environments

CMG'10 is the most complete systems management, performance, and capacity planning conference offered today.

Best Practices and Industry Insights

CMG'10 is the premier conference for the exchange of essential knowledge regarding computer performance and capacity planning. CMG'10 will:

- Help you answer key questions about the performance, capacity, and organizational impacts of cloud computing, consolidation, and virtualization
- Address critical business implications of embracing new technologies vs. tried-and-true, and the risks of ignoring innovations that can benefit your business
- Provide solutions to your most pressing challenges, such as measurement, analysis, reporting, modeling, capacity planning, tuning, and performance engineering and load testing

Content for Every Level

CMG'10 offers content for every level: from industry veterans to new practitioners. New practitioners can take advantage of CMG-T—our unique core competency training that gets you started in the field of capacity and performance management.

Advanced practitioners can choose from a vast range of expert technical presentations—where seasoned professionals provide clear explanations for complex issues, including methods to present and visualize information for your management.

Management tracks provide insights into business and service performance management and other areas of interest to executives.

Hot Topics at CMG'10

- Capacity Planning
- Cloud Computing
- Virtualization
- Performance Measurement
- Service Oriented Architectures (SOA)
- Performance Engineering & Load Testing
- Unix, Linux, and Windows
- z/OS, z/VM, and z/Linux
- Software as a Service
- Modeling & Forecasting

Learn from the Industry's Foremost Experts at Monday Morning Workshops

An array of half-day, pre-conference workshops will take you inside the most pressing topics in the field. From hands-on experiences with specific platforms to in-demand skills training, our Monday workshops deliver the practical techniques and knowledge you need to be effective.

CMG'10 Monday Workshops:

- Ivan Gelb: Capacity Planning for and Economics of Cloud Computing
- Jie Lu: Managing Virtual Systems
- John Baker: I/O Subsystem Performance and Architecture
- Ron Kaminski: Planning and Auditing Your Firm's Capacity Planning Efforts
- Peter Johnson: Java Performance Analysis and Tuning

For complete details about our Monday workshops visit www.cmg.org



Keynote Speaker

IT Game Changers: the Performance Professional's Guide to Becoming a Technology Trailblazer

There is nothing more exciting to the IT professional today than hot-off-the-wire technology. One thing remains clear: No matter how cool the hot technology is, or how bloody the bleeding edge, IT must be delivering value to the enterprise. Understanding this basic principle is at the heart of being a true technology trailblazer. Join long-time IBM instructor and conference speaker Glenn Anderson as he wonders and wanders through this entertaining keynote presentation, pausing along the way to gaze upon the latest IT trends while rethinking what it means to be a game-changing technology.



GLENN ANDERSON

IBM Training, Systems and Technology Group

Glenn Anderson is currently a Consulting IT Specialist with the System z curriculum of IBM Technical Training. He teaches classes on performance, WebSphere and security, and is a popular speaker at IT conferences throughout the world. Glenn holds a B.S. in Computer Science from the Missouri University of Science and Technology. He currently serves as a member of CMG's Board of Directors.

Distinguished Speakers

Speaker | Annie Shum, VP of Advance Technology, Amdocs Corporation

Topic: The "Measured" Way to Cloud Computing: Workload Characterization, Pricing Option Selections, and Capacity Planning

Abstract: The sound and fury surrounding cloud computing continues unabated, and there is no "easy switch" to make the transition overnight. This session provides information to take a measured approach and balance the tradeoffs.

Speaker | Imad Mouline, CTO of Gomez, the web performance division of Compuware

Topic: The Evolution of the Architecture of Web Applications Requires a Load Testing Evolution

Abstract: Long-held best practices of n-tier application architecture are being challenged. Old design patterns are new again. This session discusses the architecture evolution of Web applications, load testing approaches, and the future.

Speaker | Jaqui Lynch, Solutions Architect, Forsythe Technology Group

Topic: A View of UNIX and Pervasive Computing

Abstract: This session looks into what is happening in the UNIX world and where it is going in the medium-term future, including virtualization, open source, and the world of pervasive computing.

Speaker | Nalini Elkins, CEO and Founder, Inside Products, Inc.

Topic: Network Performance Management in 2015

Abstract: To plan your company's network performance management strategy, tomorrow must be taken into account today. Smart grid, next-generation Internet, sensors, biometrics—all networked. How will performance management be done in this new world?

Speaker | Scott Barber, CTO, PerfTestPlus, Inc.

Topic: A Performance Testing Story from Conception to Gravestone

Abstract: This talk discusses the entire life story of performance testing—from the moment a system is conceived until it is laid to rest. Learn how to add value and mitigate risk throughout the life of a system.



Mark Your Calendar | **CMG'10 Comes to Orlando** December 6-10

“One of the great advantages of attending a CMG conference is how much valuable, practical information you gain in every session.”



*The spectacular Gaylord Palms Hotel and Convention Center brings excitement to life through world-class restaurants, dynamic on-site recreation, and breathtakingly beautiful gardens under glass.
www.gaylordhotels.com/gaylord-palms/*

View the preliminary conference agenda and register today at www.cmg.org

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The Computer Measurement Group is a not-for-profit, worldwide organization of IT professionals committed to sharing information and best practices focused on ensuring the efficiency and scalability of IT service delivery to the enterprise through measurement, quantitative analysis, and forecasting.