



Optimizing IT Infrastructures:

Management, Virtualization, and Cloud Computing

CMG'11

December 5-9, 2011
Gaylord National Hotel
Washington, DC
www.cmg.org

Now more than ever, IT organizations are adopting dynamic infrastructures to realize cost, performance, and management efficiencies. Through it all, high availability is key—and virtualization is the enabler. Cloud computing, hybrid computing, and dynamic storage infrastructures will be the service delivery mechanisms of the future for business and government.

The **CMG'11** annual conference will explore these topics in-depth. Whether your goal is to completely overhaul your existing computing, storage, or network infrastructure or simply augment them with cloud-based solutions, CMG'11 is the conference for you.

At **CMG'11**, you will learn how to optimize your computer environment—directly from proven leaders in performance analysis, capacity planning, and systems management who will share best practices for everything from desktops to mainframes to networks and the cloud—and everything in between.

Exploit the powerful resources and techniques available at CMG'11

CMG'11 is the only vendor-neutral, OS-agnostic conference aimed at providing you with solutions and insights to manage your IT systems at all levels for optimum performance with maximum return on investment.

WHEN: December 5-9, 2011

WHERE: Gaylord National, Washington, DC

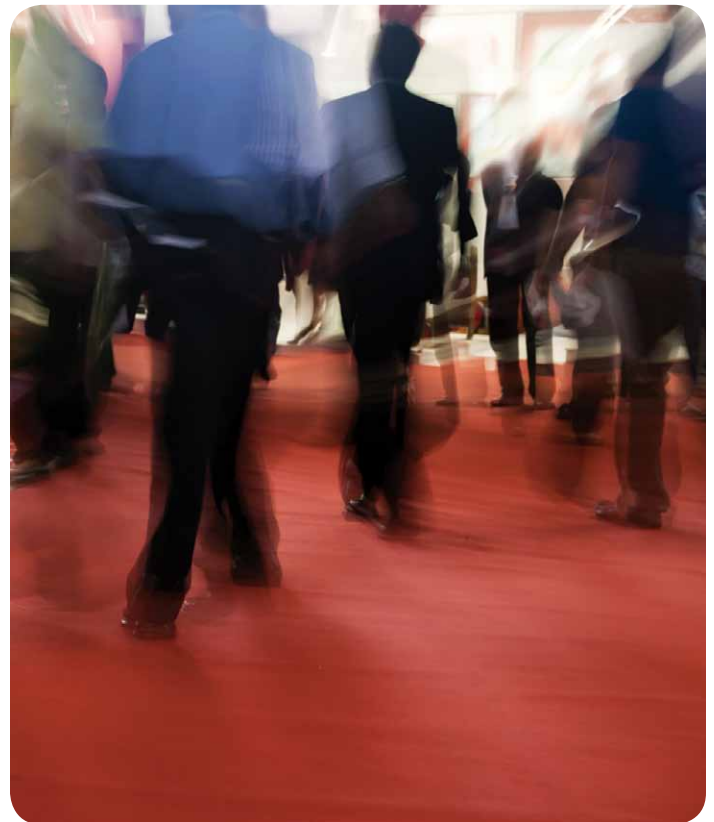
WHO: Industry leaders sharing hands-on, real-world experience about systems management, performance, and capacity planning

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

The 100+ presentations, panels, and workshops are only part of the story.

CMG'11 also provides a unique chance to:

- Network with IT service management leaders
- Learn about new products and services from leading vendors
- Share insights and experiences with your peers
- Consult with industry luminaries, who will be accessible throughout the conference
- Initiate or attend an informal 'Birds-of-a-Feather' session to discuss specific issues



CMG'11 is the industry's premier source of performance, capacity planning, and IT service management information and methodologies.



Hot Topics at CMG'11

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

Best Practices and Industry Insights

CMG'11 is the premier conference for the exchange of essential knowledge both for the time-honored field of traditional computer performance and capacity planning, and also a full program for virtualization and cloud strategies.

CMG'11 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 organization
- Provide solutions to your most pressing challenges, such as measurement, analysis, reporting, modeling, capacity planning, tuning, and performance engineering and load testing

CMG'11 is the place to go for today's best practices and solutions for your IT service management challenges.

Content for Every Level

CMG'11 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. These courses are taught by the industry's most respected experts.

Advanced practitioners can choose from a vast range of expert technical presentations—where seasoned professionals provide clear explanations for complex issues, including VMware vSphere performance, storage performance management, Windows system performance measurement and analysis, network performance engineering, Java performance analysis and tuning, and much more.

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

Vendors exhibiting at the conference also offer sessions describing their latest software releases and services.

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 labs for specific platforms (such as Linux/UNIX, Windows, network, and z/OS) to in-demand skills training, our Monday workshops deliver the practical techniques and knowledge you need to be effective. This year's speakers and topics are:

- **John Baker**—z/OS Enterprise Storage Performance and Architecture
- **Jie Lu**—Managing Virtual Systems
- **Irwin S. Ludin**—A Day in the Life of a Test Manager: Performance and Scalability Testing
- **Ashley Shepherd**—Total End-to-End Capacity Management and Planning of Servers, Networks, and SAN
- **Peter van Eijk**—Cloud Computing and Virtualization Essentials For Capacity Managers

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

Respected Speakers from Industry-Leading Companies

KEYNOTE SPEAKER

Capacity Management in a Cloud Computing World

With advent of cloud computing, enterprises are looking for new ways to measure capacity and performance. While the elastic nature of cloud means that resource-intensive applications can go from dozens to hundreds of virtualized servers at the press of a button, this is not always the best (or most cost-effective) way to manage overall computing power and performance. Join us to take a look at how performance management issues change and remain the same in the new world of cloud computing.



DAVE LINTHICUM

CTO of Blue Mountain Labs

Dave Linthicum is an internationally known cloud computing and SOA expert. In his career, Dave has formed or enhanced many of the ideas behind modern distributed computing, including EAI, B2B Application Integration, and SOA. He served as CTO and CEO of several software and cloud computing start-ups, held management positions at Fortune 500 companies, and is a noted lecturer and author. In addition, he is the Editor-in-Chief of SYS-CON's *Virtualization Journal*.

Distinguished Speakers

Speaker | Susan Schreitmueller, Distinguished Engineer, IBM Corporation

Topic: IT Around the World—Utilizing Technology, Cloud Infrastructures and Virtualization

Speaker | Dr. Michael Salsburg, Distinguished Engineer for Unisys Technology, Consulting and Integration Solutions, and Chief Architect for Unisys Cloud Solutions

Topic: Are Private Clouds more than Vapor?

Speaker | Stephen R. Balzac, President, 7 Steps Ahead, LLC

Topic: Zen and the Art of Leadership: Succeeding by Knowing When, and How Not to Care

Speaker | Jeff Jonas, Chief Scientist and Distinguished Engineer, IBM Corporation

Topic: Big Data, New Physics, and Geospatial Super-Food

Michelson Track

Speaker | Dr. H. Pat Artis, President, Performance Associates, Inc.

Topic: I Have Looked at Clouds from Both Sides Now: Measuring Vapors

Speaker | Bruce McNutt, Senior Scientist/Engineer and master inventor working in the Systems and Technology Group of IBM Corporation

Topic: A Model of Easy Tier Based on Deployable Applications

Speaker | Dr. Connie U. Smith, CTO of the Performance Engineering Services Division of L&S Computer Technology, Inc.

Topic: Software Performance Engineering: What Can It Do For You?

Speaker | Dr. Bernie Domanski, City University of New York

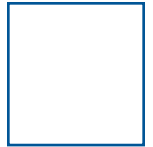
Topic: Teaching the Kids about Performance



For abstracts and more information about these topics, please visit www.cmg.org.

Computer Measurement Group, Inc.

151 Fries Mill Road | Suite 104 | PO Box 1124
Turnersville, NJ 08012



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.

Mark Your Calendar for December 5-9—Attend CMG'11 in the Nation's Capital



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

Washington, DC—A premier destination just minutes from the nation's capital and its countless museums and monuments, the Gaylord National is a world-class resort with a breathtaking atrium, world-class restaurants, and unique events, experiences and activities.
www.gaylordhotels.com/gaylord-national/

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

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