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NETWORK CAPACITY & PERFORMANCE

IT SERVICE MANAGEMENT

SERVER COMPUTING

CLOUD & MOBILE

Z/OS

VIRTUALIZATION

STORAGE

APPLICATION PERFORMANCE MANAGEMENT & SPE

ANALYSIS & REPORTING OF CAPACITY & PERFORMANCE DATA

41ST INTERNATIONAL **PERFORMANCE** & **CAPACITY** CONFERENCE
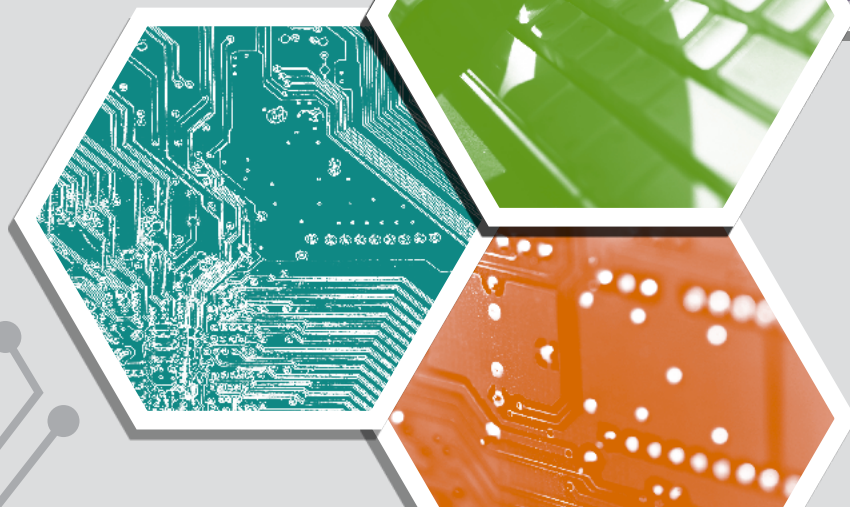
CONFERENCE BROCHURE

CMG
Computer Measurement Group

NOVEMBER 2–5, 2015
THE ST. ANTHONY HOTEL

San Antonio, TX

DELIVERING BUSINESS VALUE THROUGH EFFECTIVE CAPACITY, PERFORMANCE AND COST CONTAINMENT
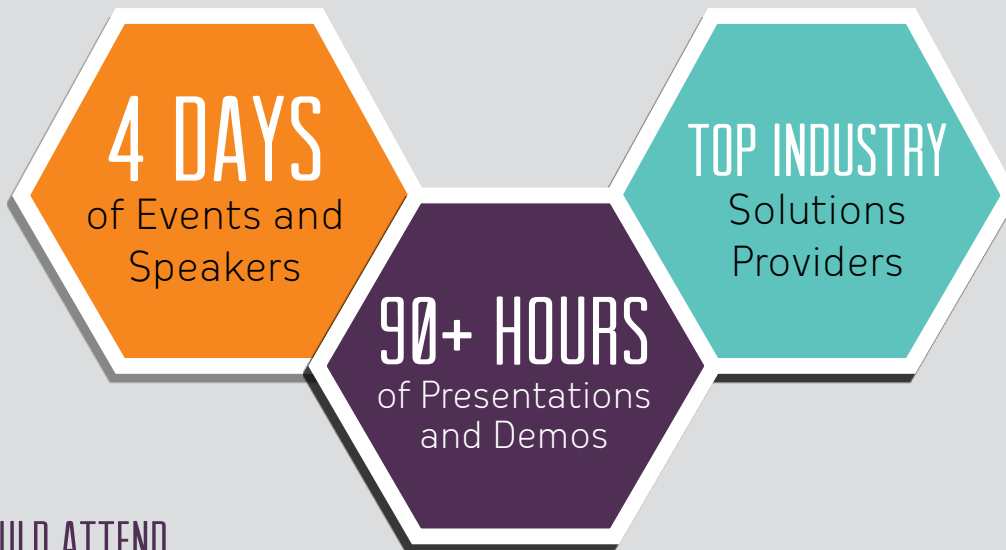
41ST INTERNATIONAL
PERFORMANCE & CAPACITY 2015 CONFERENCE

is the industry's **TOP EDUCATION EVENT** for *specialized learning, practice sharing, and solutions providers*.

THE ONLY CONFERENCE SPECIALIZED FOR PERFORMANCE AND CAPACITY PROFESSIONALS

Finding an IT conference that focuses on the platforms you need to know about, while connecting you with professionals who share your unique set of challenges, can be hard.

CMG's Performance & Capacity Conference gives today's performance and capacity professionals the specialized learning, practice sharing, and technology solutions that enable them to make better decisions for their organization.

4 DAYS of Events and Speakers

90+ HOURS of Presentations and Demos

TOP INDUSTRY Solutions Providers

WHO SHOULD ATTEND

Performance & Capacity Conference is aimed at providing in-depth content and one-on-one networking with professionals from a wide range of roles within the performance industry, including:

- Capacity Planners
- Performance Engineers
- Consultants
- Load Testers
- Systems Administrators
- Architects

- Software Developers
- Quality Assurance/Engineers
- Project Managers
- Database Administrators
- Sales & Marketing Professionals

CMG Computer Measurement Group

THE TOP SPEAKERS AND RESEARCHERS IN PERFORMANCE AND CAPACITY

4 types of sessions that provide you with leading knowledge on the trends driving performance and capacity planning in the digital age:

- **General Sessions, Keynotes, and Plenary Sessions** – Formal presentations on research, case studies, or technologies shaping the way we approach performance and capacity planning.

- **Birds of a Feather Sessions** – Informal sessions organized by attendees to exchange ideas, discuss common topics, issues and interests in a small group setting.

- **Workshops** – Hands-on, practical sessions designed to give you actionable strategies and practical advice.

- **CMG Tutorials** – Introductory level tutorials that will help people new to a specific area prepare to be functional quickly. 2015 topics include Tuning of Multi-Tier Applications, Network Performance and Capacity, Windows Performance, Java Performance, Capacity Planning and Z/OS.

Whether you're new to the industry or an experienced professional, our mix of research and practitioner-focused presentations will provide new solutions and arm you for future projects in:

FUNCTIONAL AREA	TOPICS COVERED
Server Computing	Windows ▪ UNIX ▪ Linux ▪ Hardware and Operating Systems
Cloud & Mobile	Android ▪ iOs ▪ Windows Mobile ▪ Handheld Devices and Operating Systems ▪ Wearable Technology ▪ Cloud ▪ Social Media ▪ Privacy ▪ Big Data
Virtualization	VMWare ▪ HyperV ▪ PowerVM ▪ Linux on Z
z/OS	IBM Mainframe Systems ▪ Networking ▪ Storage and Backup ▪ Applications
Network Capacity and Performance	LAN ▪ WAN ▪ Internet ▪ Wireless Networking ▪ Capacity and Performance Monitoring ▪ Forecasting Analysis and Reporting
Storage	Management ▪ Capacity Reporting ▪ Performance Analysis and Prediction for Storage on Servers ▪ SAN and Cloud
Application Performance Management & SPE	Application Performance Testing and Modeling ▪ Web Performance Workload Optimization ▪ Software Performance Engineering (SPE)
IT Service Management	Capacity and Performance as a Managed ITIL Process ▪ Value Creation and Cost Reduction Through Effective Capacity Planning
Analysis and Reporting of Capacity & Performance Data	Effectively Presenting Data ▪ Collecting, Analyzing, Reporting, and Visualizing Data
Organizational & Cultural	Industry Trends Affecting Capacity and Performance Management Cultural and Organization Impacts ▪ Career Management

DISCOVER NEW TECHNOLOGIES

Gather information about new solutions providers in our **CMG Partners Exhibit Hall**, or see them in action through Exhibitor training sessions and presentations.

Keynote: "The Business Justification for Application Performance Management"

Jonah Kowall – Vice President of Market Development
APPDYNAMICS

Everyone is talking about and investing in APM but how does it fit into an enterprise monitoring strategy and how does APM deliver value to the business? APM can be a costly and often difficult journey. Creating the proper business case which encompasses the other elements of monitoring and root cause isolation is critical when looking at funding and creating APM capabilities.

ABOUT: Jonah Kowall is the Vice President of Market Development and Insights at AppDynamics. Jonah has a diverse background including 15 years as an IT practitioner at several startups and larger enterprises with a focus on infrastructure and operations, security, and performance engineering. His experience includes running tactical and strategic operational initiatives and monitoring of infrastructure and application components.

Jonah previously worked at Gartner as a research Vice President, specializing in availability and performance monitoring and IT operations management. His research focused on IT leaders and CIOs and he has spoken at many conferences on these topics. Jonah led Gartner's influential application performance monitoring and network performance monitoring and diagnostics magic quadrants.

Plenary, Opening Session: "Integrating Software and Systems Performance Engineering Processes into Software Development Processes"

Dr. André Bondi - Software Architecture Improvement
Siemens Corp., Corporate Technology, USA

ABOUT: André Bondi is a Senior Staff Engineer working in performance software and systems engineering at Siemens Corp. Dr. Bondi has worked on performance issues in telecommunications, conveyor systems, financial systems, medical systems, railway control, building surveillance and management, and network management. He has developed and taught corporate training courses on performance requirements and performance engineering. Prior to joining Siemens, he held senior performance positions at startup companies, worked on performance, standards, and operations at AT&T Labs, and taught courses in performance, simulation, operating systems principles, and computer architecture at the University of California, Santa Barbara. Dr. Bondi holds a Ph.D. and an M.S. in Computer Science from Purdue University, an M.Sc. in Statistics from University College London, and a B.Sc. in Mathematics from the University of Exeter. He is the author of Foundations of Software and Systems Performance Engineering and holds nine US patents.

Plenary: "The Evolution of WireShark and Network Performance Diagnosis"

Gerald Combs - Director of Open Source Projects
Riverbed Technology

ABOUT: Gerald is an original developer of Wireshark. He started the project in 1998 while working at an ISP. Since then many bright and talented people have contributed to the project, making it the world's premier network protocol analyzer.

He currently works at Riverbed Technology as the Director of Open Source Projects, and is the lead developer of Wireshark. In the past he has worked as a consultant for firms in a variety of industries, ranging from telecommunications to pharmaceuticals to finance. In 2003 he was the recipient of a UMKC Alumni Achievement Award for his contributions to the field of computer science.

View the full conference program.

The Languages of Capacity Planning: Business, Infrastructure & Facilities
Amy Spellmann of The 451 Group
Richard Gimarc of CA Technologies

Amy Spellmann is a Global Practice Principal with The 451 Group (451 Advisors), where she specializes in cloud and digital infrastructure capacity planning and application performance. Ms. Spellmann's expertise includes modeling IT energy footprint projections and strategies for managing IT capacity to reduce space, power and cooling consumption in the data center. Her extensive experience in capacity and performance planning guides Fortune 500 companies in optimizing and managing complex IT infrastructures including private/public/hybrid Cloud.

Richard Gimarc is a member of the capacity management services team at CA Technologies. In that role he works with customers during the planning, design, implementation and institutionalization of the CA Capacity Management Solution. Richard is a recognized industry expert in capacity planning, performance engineering and performance analysis. Over the years he has developed and applied his performance and capacity planning expertise to a variety of complex, diverse and challenging environments.

Plenary: "Performance Analytics"
Dr. Raj Jain – Professor of Computer Science and Engineering
Washington University in St. Louis

ABOUT: Raj Jain is a Fellow of IEEE, a Fellow of ACM, a Fellow of AAAS, a winner of ACM SIGCOMM Test of Time award, CDAC-ACCS Foundation Award 2009 and ranks among the top 90 in Citeseer's list of Most Cited Authors in Computer Science. Dr. Jain is currently a Professor of Computer Science and Engineering at Washington University in St. Louis. Previously, he was one of the Co-founders of Nayna Networks, Inc - a next generation telecommunications systems company in San Jose, CA. He was a Senior Consulting Engineer at Digital Equipment Corporation in Littleton, Mass and then a professor of Computer and Information Sciences at Ohio State University in Columbus, Ohio. He is the author of ``Art of Computer Systems Performance Analysis,'' which won the 1991 ``Best-Advanced How-to Book, Systems'' award from Computer Press Association. His fourth book entitled " High-Performance TCP/IP: Concepts, Issues, and Solutions," was published by Prentice Hall in November 2003. He has recently co-edited "Quality of Service Architectures for Wireless Networks: Performance Metrics and Management," published in April 2010.

View the full conference program.

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SDS

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Visit our Conference Sponsors

Register Today!

Full Week Conference – Monday afternoon through Thursday

EARLY BIRD BY 10/1/15		REGISTRATION AFTER 10/1/15	
Member	Non-Member	Member	Non-Member
$1,675.00	$1,875.00	$1,925.00	$2,125.00

Your Registration Includes:

✓ Entry to All Performance & Capacity 2015 by CMG Sessions

✓ Access to All Exhibitor Presentations

✓ Birds Of a Feather Sessions (BOFs) featuring discussion topics suggested by attendees

✓ Access to the Exhibit Hall

✓ All Meals & Networking Sessions

✓ Access to Conference Proceedings

✓ 2016 CMG Membership

Note: Monday Morning Workshops are separate and are not included with your conference registration.

Can't make the whole conference? Partial attendance options are available!

✓ **One-Day Conference** – Monday afternoon, Tuesday, Wednesday or Thursday

✓ **Two-Day Conference** – Monday afternoon, Tuesday, Wednesday or Thursday

✓ **Workshops Only** - Monday Morning (Register separately for $350!)

✓ **Corporate Badge** – Full Week Conference - Monday afternoon through Thursday. Share the badge with others in your organization (one session per person).

✓ **Guest Registration** – Includes Monday Reception and Thursday Final Gala Event Only + access to Vendor area and Attendee Lounge. Guests are not permitted to attend sessions.

Click Here to Register Today

ABOUT THE VENUE

The historic St. Anthony Hotel combines old-world elegance with modern amenities, and a downtown location that is just minutes walking from San Antonio landmarks like the Alamo and Riverwalk entertainment district. Conference attendees will enjoy special discounted rates at the St. Anthony. Take advantage of complimentary WiFi to check in with the office or unwind after a long day of events.

Discounted Booking Deadline: October 1, 2015

Hotel Location: 300 East Travis Street · San Antonio, TX, 78205

Reserve Your Room