

CA WORLD 2008 WEB SITE

For detailed information on the 900 conference sessions at CA World, please use the Session Directory. To optimize your time and experience at CA World, use the Agenda Builder to create your personal agenda. You can find the Session Directory and Agenda Builder as well as other information at caworld.com.

Program-at-a-Glance

Saturday, November 15

7:00 a.m. – 8:00 p.m. Attendee Registration
8:30 a.m. – 5:15p.m. Pre-Conference Education Classes

Sunday, November 16

7:00 a.m. – 8:00 p.m. Attendee Registration
8:30 a.m. – 5:15 p.m. Pre-Conference Education
2:00 p.m. – 4:00 p.m. Exhibition Center Sneak Peek
6:00 p.m. – 7:00 p.m. Keynote Address, John Swainson, CA CEO
7:00 p.m. – 9:30 p.m. Exhibition Center Grand Opening

Monday, November 17

8:00 a.m. – 5:30 p.m. Customer Value Corner (CVC) Open
8:30 a.m. – 9:30 a.m. Technology Keynote, Al Nugent, CA EVP & CTO
9:45 a.m. – 10:45 a.m. Focus Area Opening Sessions
9:45 a.m. – 3:45 p.m. Technical Campgrounds Open
12:00 p.m. – 1:15 p.m. Lunch
12:00 p.m. – 4:00 p.m. Exhibition Center Open
1:15 p.m. – 3:45 p.m. Conference Sessions
4:00 p.m. – 5:00 p.m. Guest Keynote – Jack Welch, former CEO of General Electric Company

Tuesday, November 18

8:00 a.m. – 6:00 p.m. Customer Value Corner (CVC) Open
8:15 a.m. – 5:30 p.m. Technical Campgrounds Open
8:30 a.m. – 5:00 p.m. IT Management Symposium Sessions
12:00 p.m. – 1:15 p.m. Lunch
12:00 p.m. – 5:00 p.m. Exhibition Center Open
7:00 p.m. – 10:00 p.m. Event Night

Wednesday, November 19

8:00 a.m. – 6:00 p.m. Customer Value Corner (CVC) Open
8:15 a.m. – 5:30 p.m. Technical Campgrounds Open
8:30 a.m. – 12:00 p.m. IT Management Symposium Sessions
8:30 a.m. – 5:00 p.m. Conference Sessions
12:00 p.m. – 1:15 p.m. Lunch

Thursday, November 20

8:15 a.m. – 12:00 p.m. Technical Campgrounds Open
8:30 a.m. – 12:00 p.m. Conference Sessions

REGISTRATION

Registration is US \$1,595. User group members receive an additional \$200 discount. Participation in the IT Management Symposium is included in the CA World 2008 registration.

Visit caworld.com for details and to register.



IT Management Symposium Program Guide

CaWorld[®]08

November 16–20, 2008

Venetian Congress Center and Sands Expo
Las Vegas, Nevada U.S.

CaWorld[®]08

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OVERVIEW



CA World is the largest global gathering of CA customers, business partners, executives and IT leaders, carefully structured to help leading organizations leverage their investment in CA and partner solutions. Through content rich sessions, in-depth training, hands-on labs, and unparalleled networking opportunities, CA World focuses on the solutions, trends and innovations that will allow you to more effectively govern and manage your IT environments, reduce costs, optimize service levels, strengthen security and align IT investments with business needs.

One of the programs offered at CA World 2008 is the IT Management Symposium (ITMS). This program is designed for vice presidents, directors and managers responsible for the daily operations of IT. Here you can discover how changes in IT management can directly impact operations to improve efficiency and increase productivity. You can learn new ways to measure and communicate the value IT can deliver to your organization.

This program is delivered over two days. The first day is focused on discovering and communicating the value of IT. The second day addresses the future of IT and if your IT organization will be ready to deal with the new and more complex demands of your business partners? Attend these sessions and learn what an IT manager should be thinking about and how you can prepare your organization for the future.

CA World offers a unique opportunity to expand your knowledge and expertise. Past attendees say there is no better investment for their training budget.

ITMS SESSIONS

NOTE: All sessions will be held in the Palazzo Ballroom (5th Floor)

Tuesday, November 18, 2008: Discovering and Communicating the Value of IT

8:30 a.m. CA Strategy in Action: Leveraging the Power of IT to Deliver Business Results — Learn how some of the world's most progressive IT organizations are leveraging the power of IT to drive competitive advantage and fuel business growth. Russ Artzt, Co-Founder of CA, will host this engaging panel discussion in which senior IT executives will discuss their experiences leveraging CA's Enterprise IT Management solutions to manage IT complexity and support cutting-edge business initiatives. They'll also share their strategies relative to some of today's most pressing IT issues, including virtualization, compliance and Green IT.

Moderator: Russ Artzt, CA Vice Chairman and Co-Founder

Panel Participants: Kamal Bherwani, NYC Department of Health CIO
Marc Silvester, Fujitsu Services CTO
Mike Yorwerth, Tesco Store Limited CTO

9:45 a.m. Get With the Program: How an Effective Governance Program Can Make all the Difference — Now more than ever it is critical for IT and the business to stay aligned on the top priorities of the organization. This alignment can ensure that the lines of communication stay open and strategy and planning can take place, ensuring that the right projects are done for the right reason in the most cost effective way. Session will look at why governance programs are necessary, how to involve the business in the decision making and prioritization process, and what tools can help manage IT project demand, budget and delivery.

Speakers: Peter Bologna, Accenture Senior Manager
Jonathan Gregory II, Accenture Partner

Tuesday, November 18, 2008: Discovering and Communicating the Value of IT (continued)

11:00 a.m. Managing Up: Understanding the Perception of Your Management — the New Reality in Decision Making
A panel discussion that includes IT management and C-suite executives addressing topical issues, showing both sides of the conversation in an effort to help attendees understand how to appeal better to their business partners.

Moderator: Nancy Cooper, CA CFO

Participants: Rick Davidson, Manpower Inc. CIO
James McNulty, Tesco Stores Limited Head of IT Procurement

1:15 p.m. Leveraging Metrics to Optimize Your Business
IT needs to communicate to the business in a language that the business understands. Finding this common language and knowing what to communicate will be addressed in this discussion. Discover how to go beyond performance-based metrics to measure the true-value your IT department delivers to your organization.

Speaker: Malcolm Fry, FRY Consultants

2:45 p.m. Marketing and Communicating the Value of IT: How an IT Annual Report Can Help — Following the discussion on developing the right IT metrics, this session will focus on how you can package your information into a document that is easily understood by your business partners. Panelists will discuss how they have utilized an IT annual report to communicate effectively with their business partners and give suggestions on how you can create an annual report from scratch.

Moderator: Bob Evans, TechWeb SVP & Content Director

Participants: Ahmed Abdelmoteleb, GE Money CTO
Rick Davidson, Manpower Inc. CIO
Antonio Di Caro, AXA Technology Services CTO

4:00 p.m. Getting The Most Value Out of Your Software Investments — Getting a good return on your software investment and ongoing carrying costs goes beyond software excellence. Your journey to ROI is accelerated when you can leverage programs and services in many different directions that help your organization develop, sustain and maintain value. This presentation discusses the future of the Customer Success in the IT industry, and how software vendors can provide valuable programs to ensure business success.

Speaker: Leo Annab, CA SVP, CA Support

Wednesday, November 19, 2008: The Future of IT; Are You Ready?

8:30 a.m. Looking to the Future: Best Practices, Trends and Futures for Enterprise System Management — We are at an inflection point in our industry where the demand for business value and lowering costs are increasing, while our enterprises are getting more complex due to cloud computing, virtualization, SOA enabled applications, mobility, and cyber security challenges. In this session, we will discuss some of the best practices for quickly getting business value from your current enterprise management tools, then review customer and industry trends and possible solutions to meet these future needs for long-term successful implementation of enterprise management systems.

Speakers: Curt Aubrey, Lockheed Martin CTO, Operations & Next Generation Solutions
Joseph Banks, Lockheed Martin Network Engineer

9:45 a.m. Green IT Trends and Effects: A Panel Discussion
Hear from your colleagues how they are addressing green computing and sustainability, corporate citizenship and responsibility, new regulations and the role of IT management in addressing these issues.

Moderator: Don LeClair, CA SVP & Business Unit Executive

Participants: Rob Bernard, Microsoft BM, Environmental Sustainability
Steve Brasen, Enterprise Management Associates Analyst
Josh Leslie, VMware Inc. Director, Infrastructure Alliances
Bill Reeder, IBM Systems & Technology Group

11:00 a.m. Three Major Strategic Forces That Will Change IT Forever — We have all seen how new technologies lead to new business demands and result in new challenges on the IT organization. Communication tools are a recent example beginning with the beeper, then the cell phone and now the handheld wireless devices such as the BlackBerry®. This session will review some of the new technologies on the horizon and the impact they will have on the IT organization.

Moderator: Al Nugent, CA EVP & CTO

Participants: Robin Bloor, Hurwitz & Associates Analyst
John Hendrick, Research in Motion Ltd. Senior Dir., IT Operations
Grace Ho, Microsoft Director, Product Management, Mobile Communications Business Group