



Play the CA Stock Exchange and Win



Improve IT Performance.

Perk up the Bottom Line.

When your business IT goes down, your productivity is quick to follow. But learning to avoid IT problems before they occur is not so easy. That is, until now.

The CA Stock Exchange Simulation utilizes a fast, dynamic stock-trading setting to demonstrate how IT disruptions can wreak havoc on your productivity, costing your organization time, resources and, most of all, money. By exploring the critical best practices and processes contained in the IT Infrastructure Library (ITIL), the CA Stock Exchange Simulation helps your organization identify, rectify and avoid IT disruptions. The goal is to unify people, processes and technology into one seamless entity so that your enterprise functions at peak efficiency.

How the Simulation Works...Round by Round.

The CA Stock Exchange Simulation puts your team in charge of four different businesses being traded on the newly created CA Stock Exchange. As trades come in, your team is either able to execute the trade and make money...or fails to execute and loses money.

The simulation consists of five “trading rounds.” Each round introduces new IT-related problems and challenges, each with increasing complexity and more impact on the business. At the conclusion of each round, the team discusses its performance and works together to identify what improvements it can make. The team then works to apply ITIL best practices to improve business processes. Ultimately, the team will mature to where IT services are no longer chaotic or reactive but proactive, adding value to the business and maximizing profits. The team also has the ability to invest in its IT infrastructure in order to create additional efficiencies and drive up profits.

Round 1

Introduces Service Management principles such as Communication, Prioritization of Incidents and Escalation to eliminate chaotic responses.

Round 2

Introduces Change, Release, Supplier and Vendor Management. Incident response is reactive.

Round 3

Introduces Problem and Knowledge Management. Introduces Trend Analysis to further help resolve IT problems. Incident response is proactive

Round 4

Introduces Capacity and IT Service Continuity Management. Additional attention is paid to Financial Management to illustrate IT's impact on the bottom line. Incident response is further managed.

Round 5

Introduces ideology of Continual Service Improvements. Incident response is optimized.

Between each round a debriefing and planning period allows teams to implement any changes they feel necessary.



The CA Stock Exchange Simulation

The CA Stock Exchange Simulation is the perfect event to demonstrate the importance of relationships—people, process, and technology—and their impact on IT and business performance.

Each team member will learn how to:

- Translate ITIL theory into practice
- Align IT with the business to see how ITIL best practices can improve business performance
- Design, apply, evaluate and improve ITIL-based processes within a simulated environment
- Work as a team to realize end-to-end process results
- Identify bottlenecks, resolve problems and efficiently manage IT

In today's high-tech society, IT plays an integral part of every business. The CA Stock Exchange Simulation helps you understand how to drive greater efficiency from your people, process and technology. It's the one simulation you need if your business is going to win.

To learn more
about the CA Stock
Exchange Simulation
visit

ca.com/simulation

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