The New York Computer Measurement Group (NY-CMG)
Meeting on January 27, 2012
By Clea Zolotow

The NY-CMG meeting was held on Friday, January 27 at the IBM building at 590 Madison Avenue. We enjoyed a nice continental breakfast while we mingled and caught up with colleagues..

The day started with a kickoff from the president, Ellen Friedman. Those of you who attended the Nationals may remember Ellen from her presentation, “Capacity and Operational Considerations for VDI (Virtual Desktop Infrastructure).”

TeamQuest, the sponsor of the meeting, provided a great presentation to start things off. What was particularly illuminating about their presentation on “A Maturity Model: Increasing Value and ROI from Capacity Management “was their slide on “Capacity Management: Quantifying the Value” which stated:

- Establish “per infrastructure element” costs
  - CapEx
    - Purchase Price and Time Amortization
  - OpEx
    - Servers: Maintenance, Power, Floor space, SW Licenses, Operations and Admin personnel, etc.
    - Storage: also per GB (or TB), or allocated per KIOs, or MIOs, etc
    - Network: also per K- or M-packet, etc.

It’s important to remember that new technology is always fun and interesting, but we have to be aware of the bottom line. Aligning our infrastructure with our expenditures by knowing what lines of business are utilizing and spending is important.

Further, their dashboards were gorgeous!

Next on the agenda was Michael Salsburg Ph.D. from Unisys Technology presenting “Are Private Clouds More than Vapor.” Dr. Salsburg showed us that with increased automation, private clouds do exist and are differentiated from traditional IT environments. He says:

“Private cloud is infrastructure operated solely for a single organization, whether managed internally or by a third-party and hosted internally or externally. They have attracted criticism because users "still have to buy, build, and manage them" and thus do not benefit from lower up-front capital costs and less hands-on management, essentially "(lacking) the economic model that makes cloud computing such an intriguing concept.”
Dr. Salsburg goes on to show the following as private cloud differentiating factors from traditional datacenter environments:

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**Enterprise Private Cloud – The Value of the Invisible**

- **Automate Application Management** – When VMs are created, agents are automatically embedded for backup, performance, and capacity management.
- **Automated Asset Tracking** – When VMs are created, the Configuration Item is automatically updated in the CMDB.
- **Automate incident management** – Incidents are automatically sent during the provisioning process.
- **Automate performance and capacity management** – Insert agents and automate updates for the collection process.
- **Automate VM provisioning tasks** – Standardize the VM templates and automatically allocate them based on pre-determined approval schemes.
- **Automate Security** – Establish tiers and tenants so that they can be automatically isolated using vLAN technology or more sophisticated encryption technology.
- **Automate Identity and Access Management** – Single sign-on and seamless management from datacenter management to cloud management.

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Figure 1: Dr. Salsburg’s “Enterprise Private Cloud” slide

A great presentation especially to answer the “why is a private cloud different” questions.

Lunch was served with further mingling and socialization. The next speaker was the newest member of the NY-CMG Board, Jim Olson.

Jim is new to CMG. He is a Senior Technical Staff Member (STSM) at Global Technology Services (GTS). Jim has 20 years of experience with IBM. In his current role as Senior Technical Staff Member, Jim is leading strategy and design within the ITD Storage Service Line.

Jim talked about “IBM System Storage™ TS7680G ProtecTIER® Deduplication Gateway for System z® Advanced Data Deduplication Solution for IBM System z Environments.” This product appears to the host as an ATL. This presentation removed a lot of the confusion regarding this new offering by showing the architecture clearly and explaining the virtualized tape storage as well. There was a lot of discussion regarding using this product for disaster recovery (DR) among the group.
The system can handle 600 MB/sec read/write/replication performance and growth up to 1 PB. There is hardware redundancy in the device as well so there are no single points of failure (SPOF). A warm welcome to our latest CMG member, Jim Olson!

Sergey Chernyshev was the last speaker. The title of his talk was, “Web Performance - beyond scalability and load testing.” This was quite interesting as his view of web performance is different than most that rely on scalability and reliability. He says,

“What is Web Performance?

- WPO improves the speed of web experience for each end user.
- It is NOT how many users a web site can serve (Scalability).
- It is NOT how often a web site is down (Reliability).

Why Web Performance?

- Increasing revenue vs. cost optimization

- Shopzilla +7-12% conversions! &
- +15% (+60M) downloads for Firefox.

(-1 sec => +2.7% downloads)
- Slowness is sticky (Google and Microsoft)
- SEO: Google uses site's speed in ranking

In other words, if a site is slow, a user will find another site to go to. For example, if I wait for awhile to complete travel reservations once on Expedia, I may go to Orbitz the next time.

The meeting ended at 4PM. There was a brief, ad hoc board meeting and the next date was tentatively scheduled for June 8th at the same location. For more details see: http://regions.cmg.org/regions/nycmg/ and join us at Linkedin Group: “New York Computer Measurement Group.”