

NETWORK
CAPACITY &
PERFORMANCE

IT SERVICE
MANAGEMENT

SERVER
COMPUTING

CLOUD & MOBILE

Z/OS

APPLICATION
PERFORMANCE
MANAGEMENT
& SPE

VIRTUALIZATION
STORAGE

ANALYSIS &
REPORTING OF
CAPACITY &
PERFORMANCE
DATA

41ST INTERNATIONAL PERFORMANCE & CAPACITY CONFERENCE

CONFERENCE BROCHURE



NOVEMBER 2-5, 2015
THE ST. ANTHONY HOTEL

San Antonio, TX

DELIVERING BUSINESS
VALUE THROUGH EFFECTIVE
CAPACITY, PERFORMANCE
AND COST CONTAINMENT



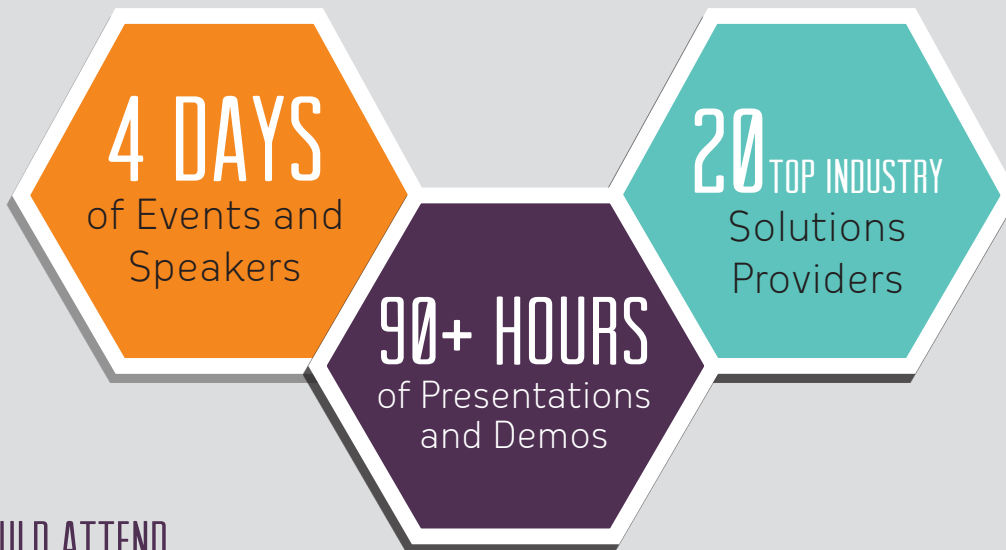
41ST INTERNATIONAL PERFORMANCE & CAPACITY 2015 CONFERENCE

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.



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



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.



Scaling in the Cloud at Facebook


SUBJECT AREA: *Cloud Mobile, Social*

Goranka Bjedov of Facebook 

Known for her technical achievements and her refreshing wit, Goranka Bjedov works as a capacity engineer at Facebook where she is responsible for making sure there are enough servers to handle everything Facebook users want to post, upload, find or otherwise engage with. Most of her time is spent analyzing performance and assessing risks. Her industry career also included a performance engineering position at Google, Network Appliance and AT&T Labs.

Network Performance Analysis Using Open Source – The Evolution of Wireshark

SUBJECT AREA: *Network Performance and Capacity*

Gerald Combs of Riverbed 

Gerald is the 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.

The Business Value of Application Performance Management


SUBJECT AREA: *Application Performance Management & SPE*

Jonah Kowall of App Dynamics 

Jonah Kowall is the Vice President of market development and insights at AppDynamics, Jonah comes to AppDynamics with a diverse background including 15 years as an IT practitioner at several startups and larger enterprises focused on infrastructure and operations, security, and performance engineering. These included running tactical and strategic operational initiatives, going deep into monitoring of infrastructure and application components.

The Languages of Capacity Planning: Business, Infrastructure & Facilities

SUBJECT AREA: *Organizational & Cultural*

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.

[View the full conference program.](#)





Register Today!

Full Week Conference – Monday afternoon through Thursday

EARLY BIRD BY 9/19/15		REGISTRATION AFTER 9/19/15	
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** – Tuesday, Wednesday or Thursday
- ✓ **Two-Day Conference** – 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 person per day).
- ✓ **Guest Registration** – Includes meals and access to Vendor Lane only. Guests are not permitted to attend sessions. Includes Monday Reception and Thursday 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](#)