



CMG Canada Conference - April 19th-20th 2011 TORONTO

PRELIMINARY AGENDA

LOCATION: C'est What Brew/Vin Pub Restaurant, 67 Front Street East, Toronto.
(Map available at <http://www.cestwhat.com/map.asp>)

TIME: 8:30a.m. - 5:00 p.m.

ATTIRE: Business attire or Business casual (hard-soled shoes, slacks, collared shirt)

If this program is not of interest to you, please pass it on to the appropriate group within your organization, or have them visit CMG Canada at <http://regions.cmg.org/regions/cacmg/index.html>

DAY 1: Tuesday April 19th 2011 – “Open Systems Day”

Day 1 (April 19th)

8:30 AM Continental Breakfast

9:00 AM Welcome

**9:05 AM Monitoring Transactions from End to End
*Compuware – Michael Taylor***

This presentation will cover techniques to monitor application performance at multiple points in the infrastructure, aiming to distinguish the source of delays.

Michael James Taylor is an Application Performance Monitoring Consultant for Compuware Corporation. Michael has extensive experience in, Application Performance Monitoring, Application Triage, script automation, and network protocol analysis. Prior to Compuware he was a Network Engineer at Canadian Broadcasting Corporation. Projects and responsibilities at CBC included Salt Lake City Winter Olympics, World Youth Day, and Network/Server/Application Monitoring and troubleshooting. Michael's formal education is from Sheridan College's Telecommunication Engineering CO-OP program.



10:05 AM **Coffee**

10:20 AM **AN INTRODUCTION TO WEB ANALYTICS FOR PERFORMANCE ANALYSTS AND CAPACITY PLANNERS**

Anna M. Long - Web Analytica

While web analytics -- the measurement and analysis of web-related activity -- is often considered the realm of marketing, there are important reasons for performance analysts and capacity planners to understand web analytics as well. This presentation will describe how major web analytics tools work, highlighting factors that can affect performance and system capacity requirements. Then it will explain how these tools can help analysts and planners diagnose problems, take quick action when activity spikes, build more realistic benchmark workloads, and gain insights into trends for workload forecasting.

Dr. Anna Long is the founder and Principal Analyst of Web Analytica. For 13 years, Anna worked as an IBM analyst in a variety of performance and capacity planning roles. She left IBM to complete her doctorate at George Washington University, conducting research in web analytics and user acceptance of websites. After graduating in 2005, she founded Web Analytica, a network of professionals specializing in various online marketing and analytics competencies. She teaches at Strayer University and the University of British Columbia and serves on the Standards Committee of the Web Analytics Association. Her recent certifications include web analytics, web intelligence, data warehousing and business intelligence, SAS programming, and Google Analytics, and Google AdWords. *Dr. Long recently won a Mullin award for best presentation at CMG International.*

11:35 PM **Lunch (on your own)**

1:00 PM **Performance Requirements**

Fernando Martinez – CGI

Most of the disagreements about “poor performance” are not real performance problems, but the result of poor performance requirement analysis. Performance requirements always exist, and it is better to make them explicit from the very beginning. This presentation will address these concerns by describing the characteristics of effective performance requirements. It will also describe performance requirements in the Agile strategy.

Fernando Martinez was initiated in the mysteries of IT in the eighties with home computers, Fernando is a proud member of the “joystick generation”. However, he was lucky enough to have collected experience in almost any platform available: he was COBOL programmer in S/36, database administrator of IMS/DB and MVS DB2, software analyst in client-server systems, and IT architect in a Macintosh/ Solaris/OS/390 environment. In the 1998 he was charged with the task of create a capacity planning and performance group for an American bank in Buenos Aires, Argentina, where it was when the Argentinean financial crisis of 2001 started.

In 2004 he moved to Canada, where he has acquired skills for surviving cold exposure and working in French in Montreal. He is currently in charge of the capacity planning and performance team for the eBusiness group of CGI. He has a BS in Computer Science and a MBA. *Fernando won a Mullin Award for best presentation at CMG Int'l 2010.*



2:00 PM VMware Capacity Management - Now the Dust is Settling...
Charles Johnson – Metron Athene

Most organizations have been through their first one or two virtualization cycles by now: evaluation; test deployment; rapid live deployment; head scratching (What have we got? What do we do with it now) Many many organizations have significant VMware implementations in production. It has already matured into 'just' another environment we have to manage. The time is approaching where you have to decide how best to make use of what you have, before the next technology wave washes over you. Tune in and find out what facilities VMware offers for on-going capacity management of large scale environments, what will be easy to achieve and what might not, as well as finding out how Metron's athene® software will help you make all your capacity management decisions.

3:15 PM Coffee

3:30 PM VMware vSphere - Avoiding an Internal Storm?
Charles Johnson – Metron Athene

With the majority of businesses using internal Cloud Services, whether it be Software as a Service (SaaS), Platform as a Service (PaaS) or Infrastructure as a Service (IaaS) in a VMware vSphere environment, this presentation gives an insight into how to manage the gathering Storm Clouds. After an introduction to VMware's Virtual Infrastructure 4 (vSphere) environment and Cloud Computing, we discuss how Capacity Management provides the means to spot potential Storm Clouds far in advance and more specifically, how you can avoid them. Delving deeper we look at IaaS and how to identify potential capacity on demand issues. Discussion focuses on topics such as:

- identifying whether virtual machines are under or over provisioned
- the advantages/disadvantages of application sizing
- how to minimize SLA impact
- whether to scale the infrastructure out, up or in and ultimately how to get it right.

Typically organizations have adopted a "silo mentality" whereby they ring fence IT systems and don't share resources through lack of trust and confidence. We look at the advantages virtualization brings in terms of flexibility, scalability, cost reduction (monetary and environmental) and how we can protect our 'loved ones' through resource pools, shares, reservations and limits. With all this in mind, join us to find out what information and processes we recommend you need to have and implement to avoid an Internal Storm and ensure that Brighter Outlook!

4:45 PM Adjourn & Members Reception

End Day 1 (April 19th)



DAY 2: Wednesday April 20th 2011 – “Mainframe Day”

Sponsored by



8:30 AM Continental Breakfast

9:00 AM Welcome

9:05 AM A Real-World Application of Dynamic Thresholds for Performance Management.

Jonathan Gladstone - BMO (Bank of Montreal)

Jonathan Gladstone will present a real application of dynamic threshold technology as developed by and used at BMO Financial Group. The case shown uses systems performance management data from IBM mainframe systems, but the method would work equally well for detecting deviations from normal patterns in any time-series data including resource consumption or utilization in distributed systems, storage, networks or even in non-IT applications such as traffic or health management. This presentation owes much to previous work by CMG presenters and well-regarded IT professionals Igor Trubin (currently at IBM) and Boris Ginis (at BMC Software)."

The presenter hopes for a lively discussion during and after his brief presentation. Please bring your own ideas and experiences regarding static and dynamic thresholding, performance cycles and periodicities and trending!

Jonathan Gladstone is an IT Capacity Management professional with over 20 years experience in computer systems management and planning. He has been at BMO Financial Group for the last 14 years, and working in capacity planning for over a decade. He holds a B.A.Sc. degree in Electrical Engineering from the University of Toronto and is certified in ITIL v2 & v3 fundamentals.

10:05 AM Coffee

10:20 AM An Algorithmic Approach to Multi-tiering in Enterprise Storage Subsystems

Anthony G. Mungal – EMC Corporation

A confluence of factors, among them very high transaction rate applications, an explosion of both structured and unstructured data, and in general much higher levels of heterogeneous workloads prevail upon today's Enterprise storage subsystems which are undergoing profound changes to accommodate those demands. In particular, these subsystems are experiencing profound shifts in how they provide performance and capacity, availability, and economically acceptable cost.



One such shift addressed in this session is the provision of highly optimized I/O performance at the lowest possible cost within the constraint of being environmentally optimized; this is generically referred to as fully automated, or dynamic, storage tiering and falls within the domain of multi-tiering. Effective multi-tiering is essential to high processor productivity. This session looks at the algorithmic approach of a few of these implementations. In particular, it examines FAST (Fully Automated Storage Tiering) which is implemented on Symmetrix subsystems and uses it as the basis of discussion for assessing the overall success of this ongoing endeavour.

Anthony G. Mungal is a Consulting Corporate Systems Engineer with the EMC Corporation in Massachusetts. He lives, and is based, out of Boca Raton, Florida. He joined EMC from the Amdahl Corporation in July 1993 and has held various positions including: Consulting Systems Engineer, SE Consultant and Senior Product Manager. He is a 33+ year veteran of the IT industry and has earned numerous distinction and special recognition awards while holding sales, marketing and technical positions which included: Product Manager, Large Systems Account Specialist, Regional Systems Engineer, Regional Product Specialist, National Systems Engineering Manager, DASD Product Manager, Senior Systems Programmer, Lead Business Systems Analyst, and Senior Programmer.

He is a graduate of the University of Toronto double majoring with honours in both Mathematics and Computer Science. He has participated on many IT discussion panels, authored and published numerous papers on Processor Performance, Memory Management, I/O Subsystems Configuration & Performance, Storage Management, IT Infrastructure and Architecture Design & Implementation, and other related topics which he has presented at major technical forums such as the Computer Measurement Group (National and Regional Conferences), CMG International Conferences (Australia, South Africa & the UK), SHARE, GUIDE and an assortment of other local IT related user groups and conferences. He is an active member, and holds executive positions with the Computer Measurement Group (CMG), CMG Canada, and Florida CMG (FLCMG). He is also an active member of both the Association for Computing Machinery (ACM), and the Institute for Electronic and Electrical Engineers (IEEE).

Sponsor's session (CMG marketing rules suspended)



11:30 AM Roles We Verse, All with CA Mainframe Chorus Reg Harbeck

After 47 years, the various roles that make the mainframe run have become pretty well-established. However, the people who were established in those roles have begun to move on, or to take on the additional roles of those who have moved on, while a new generation is coming into place that doesn't have the time to get decades of experience before taking on these roles. That's where CA Mainframe Chorus comes in – enabling the current generation to track and share how they perform their roles, and enabling a new generation to be passed the baton and be effective right away. So, strike the harping and join the functionality!

Reg Harbeck (please see biography below)



12:00 PM Lunch (on your own)

1:15 PM Cumulo-Nimble: Mainframes and Cloud Computing
Reg Harbeck - CA

Back in the misty past of computing, the qualities of service required by business began to sublimate into the ultimate platform. But, after reigning for decades, the role of the mainframe was challenged by a deluge of distributed computers, until mainframes seemed like islands in a sea of PC's. But, as the inundation of ensuing complexity became harder and harder to manage, and the qualities of service expected seemed to evaporate, a new strategy seemed to emerge from the fog: cloud computing. However, when you actually plunge into what we expect from a cloud, it soon becomes clear that we've already been doing it on the mainframe, and the only question is, where next? That's what this presentation is about.

Reg Harbeck has been with CA for over thirteen years, during which time he has traveled to every continent where there are mainframes and met with and presented to IT management and technical audiences, including at Gartner, IBM zSeries, CMG, SHARE, GSE, CA World and ManageTech user conferences. Since receiving his Bachelor's Degree in Computer Science over two decades ago, he has worked with operating systems, networks, security and applications on mainframes, UNIX, Linux, Windows and other platforms. He is also on the SHARE Board of Directors. Reg is the published author of many whitepapers, articles and blog entries which are available online, and was also responsible for CA's Releasing Latent Value and Mainframe 2.0 books, both published in 2009.

1:45 PM zEnterprise update: Focus on zBX (Blade Extension)
Gord Neill - IBM

IBM announced the zEnterprise system in July 2010 - a New Dimension in Computing, incorporating other platform technologies such as IBM Power blades and IBM System x blades under the zSeries management umbrella.

Since then, there have been a number of enhancements to the zEnterprise.

This presentation will briefly review the components of the zEnterprise system and will focus on the new announcements, especially in the zBX (Blade Extension) arena, including the new WebSphere DataPower XI50z appliance.

Gord Neill is a Certified Consulting I/T Specialist with IBM Canada. He has 38 years experience with IBM in the Large Systems area, and is the Technical focal point for zSeries processors in Canada. He is also a Subject Matter Expert for Quality Assurance Reviews, a mandatory review for the installation of all zSeries processors. For the past 20 years Gord has specialized in Capacity Planning and Performance, working with many IBM customers in diverse industries, including Banking, Insurance, Manufacturing, Retail, Government, Transportation and Utilities.

2:45 PM Coffee



3:00 PM Business Transaction Management

Eva Tuczai - OpTier

Providing real-time, end-to-end transactional visibility into application architectures, means organizations can ensure that the level of service delivered to the business is meeting expectations. Business Transaction Management (BTM) ensures business process, application and transactional performance, operational efficiency, and capacity planning. BTM also effectively traces transactions as they flow through all types of architectures, including SOA, Enterprise Service Bus (ESB), Cloud and Virtualization. In this session, OpTier will discuss how BTM provides auto-discovery, visibility of transactions, and resource information. All this data is provided by BTM with business context to understanding and reporting ESB performance, utilization and capacity planning.

The presentation will cover:

1. The difference between traditional monitoring and BTM
2. The value/benefits of BTM, no matter what your organization's architecture
3. How BTM specifically provides end-to-end transactional visibility into applications running on IBM ESB.

Eva Tuczai is a Technical Presales Engineer at OpTier, with a 12 year background in Systems Management solutions that span the Mainframe, Middleware, Applications and End User solutions including her employment with IBM/Candle. She has focused on J2EE and ESB management solutions for 10 years, and was on the board of the Chicago WebSphere User Group, WindySphere, for 3 years. Eva has broadened her experience into SOA management and runtime governance, provisioning, Tivoli's IBM Service Management solutions, and now Business Transaction Management with OpTier. Eva is ITIL certified, and has a BS in Polymer Chemistry from Rochester Institute of Technology.

4:00 PM Don's Diatribe XII

Don Melton – Vatic Technologies

As part of my job as a consultant I try to know a little bit about many things and a lot about a few things. This presentation represents an accumulation of the former. It will identify some of what I believe are the most significant recent technology changes in the IT industry and elicit audience comments and discussion on them. Past presentations have included discussions around such diverse topics as: Privacy Legislation, CPU Architectures, Internet Futures, and many others. This session will be highly interactive, so bring your own ideas, comments, and gripes.

Don Melton received his Bachelor's degree in Engineering (Engineering Science option) from the University of Toronto in 1979. He is an active member and speaker at several local user groups (CMG Canada, NaSPA Ontario, COUG), a past presenter at SHARE, and a member of both the ACM and IEEE.

His career in the IT industry has spanned many fields including the IT service provider, education, transportation, financial, and small business sectors. He has also filled many diverse roles; working at various times as a systems programmer, capacity planner, performance analyst, IT manager, and enterprise architect. Since 1997 Don has been providing IT consulting services (through Vatic Technologies) to guide businesses in developing an IT vision and in their selection and use of IT solutions to deliver to that vision.

5:00 PM Adjourn & Members Reception



End Day 2



Important CMG News and Dates

CMG Canada News

CMG Canada starts its new year (2011-2012) in September 2011. Our tentative **seminar/conference dates** are as follows:

- Tuesday October 18th 2011
- Tuesday February 21st 2012
- Tuesday April 17th & Wednesday April 18th 2012

As usual, the website (<http://regions.cmg.org/regions/cacmg/index.html>) can be checked for changes, past agendas & presentations, and other CMG related matters. Also, the **CMG Canada board** welcomes your questions and comments and can be contacted as follows:

- Anthony Mungal – President [mungal_tony@emc.com]
- Gabe Gewurtz – Treasurer [ggewurtz@look.ca]
- Don Melton – Membership Chairman [meltond@acm.org]
- Carl Kyonka – Program Chairman [carl.kyonka@enbridge.com]
- Kevin Martin – Web Master [carol_and_kevin@mchsi.com]

CMG Canada membership is among the most affordable in the IT industry at CDN\$100 per individual for the entire year. More details and the membership form can be obtained from the membership link on the website.

Are you getting MeasureIT ?

If you haven't subscribed to **MeasureIT**, then you are definitely missing out on some great articles on some very timely and provoking topics. MeasureIT is the Computer Measurement Group's (CMG) free monthly newsletter, published the third week of each month (no issues in August or December). It is written by and for computer professionals. Check it out at <http://www.cmg.org/measureit/>

... and plan to submit a paper and attend CMG'11 in Washington D.C.

CMG International
Conference
www.cmg.org

December 5-9th 2011
Gaylord National
Washington D. C.

KEY DATES:

Paper Abstracts Due	-	May 15 th 2011
Paper Due	-	June 10 th 2011