This conference is made possible with the help of our sponsor GridIron Systems.

Note that the session starts and ends with a presentation in the combined room, with two dual sessions before and after lunch.

<table>
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<th>Time</th>
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| 8:15 - 8:45 | Registration, Coffee, and Juice  
(Breakfast food is not provided. It can be purchased at the Courtyard restaurant until 10am, and is also available at the hotel store called “The Market Place”) |
| 8:45 - 9:00 | Introductory Remarks & Business Agenda                                      |
| 9:00 - 10:15 | An Introduction to Web Analytics for Performance Analysts and Capacity Planners  
Anna Long - Web Analytica |
| 10:30 - 11:45 | To plan or not to plan, that should be the question: A practical guide to planning.  
Robert Jahn – Collaborative Consulting |
| 11:45 - 12:40 | Lunch (Provided)                                                                 |
| 12:40 - 1:00 | GridIron Presentation                                                        |
| 1:00 - 2:15 | Are Private Clouds More than Vapor?  
Michael Salsburg - Unisys |
| 2:30 - 3:45 | Computing in the Clouds – keeping aloft in turbulent skies  
Irwin Kraus – GridIron Systems |
| 3:45-3:50 | Closing Remarks                                                               |

Preregistration Cost: $35 (Walk-ins $45) ∞ Deadline to preregister via email: Oct 12th 2011

“Preregister me” email to ccmgboard@gmail.com
**Combined-Measurement**

**9:00-10:15**  
**An Introduction to Web Analytics for Performance Analysts and Capacity Planners**  
*Dr. Anna Long, Web Analytica*

*This presentation won the Mullen Award for best presentation at last year’s CMG International.*

While web analytics – the measurement and analysis of web-related activity – is often considered the realm of marketing, there are important reasons for the performance analysts and capacity planners to understand web analytics as well. This session will describe how a major web analytics tool works highlighting factors that can affect performance and system capacity requirements. Then it will explain how these tools help analysts and planners take quick action when activity spikes, build more realistic benchmark and stress test 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 roles. After obtaining a doctorate at George Washington University, she founded Web Analytica, a network of professionals specializing in various online marketing and analytics competencies. She teaches at Strayer University and 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.

**Dual Track- Measurement**

**10:30-11:45**  
**To plan or not to plan, that should be the question: A practical guide to planning**  
*Robert Jahn, Collaborative Consulting*

The session is aimed at helping you incorporate project planning into your performance efforts by presenting a six step planning approach and by providing you the questions to ask along the way. It is primarily targeted at those who are relatively new to project planning but it can also be used by the more experienced to validate planning approaches as well as provide additional insights. The approach and ideas presented draw upon the author’s experiences gained as a consultant over many years working on and leading performance engineering.

**Robert Jahn** is a Principal Performance Architect at Collaborative Consulting, LLC, a business and technology consulting firm headquartered in Boston Massachusetts. Robert has 17 years’ experience in project management, system analysis and software development. He is also a certified project management professional (PMP) and has led numerous performance application assessments and testing projects for Fortune 500 companies in the Northeast. He holds a BS in Computer Science and MS in Engineering from Lehigh University.
Dual Track – Hot Topics

10:30-11:45  The Penguins Have Landed – Getting started with Linux on System z
  Mike Giglio, Shelter Insurance

Linux for System z has been around for a decade. Lots of companies are running tens of hundreds of Linux virtual servers on a single IBM mainframe. Many enterprises have exploited this technology for server consolidation, cost savings, “green technology” and reducing the size of their data center. This presentation describes the path Shelter Insurance is taking to implement and exploit Linux on System z. This implementation is more of a journey than a destination, with plans to continue exploring virtualized environments.

Mike Giglio is a mainframe System Administrator at Shelter Insurance in Columbia, Missouri. He holds respective bachelors and masters degrees in Computer Science and Computer Systems Technology from Louisiana State University. Mike has been an MVS and VM systems programmer for over 25 years, working in government, manufacturing, public utility and insurance industries. Mike’s diverse responsibilities have included hardware and software systems administration, user training, infrastructure architecture, and capacity management. Mike has presented papers at technical conferences including CMG International, SHARE, Sterling Software, Systems Center and CA World.

Dual Track 1 – Hot Topics

1:00 – 2:15  Are Private Clouds more than Vapor?
  Michael Salsburg, Unisys

When architects and CIOs state they have instantiated a private cloud in their datacenter, what the heck are they talking about? There is no simple, formal definition for a private cloud to use as a reference. There seems to be consensus regarding the term “Public Cloud” or, simply “Cloud”. Other than elasticity and the “pay by the drink” cost model (Amazon is a poster child), what else does a cloud provide that can be realized within the Enterprise? What does it mean to mix private and public clouds to create a Hybrid Cloud model? This session will address these questions by starting with the basics of cloud computing and then focusing on how public and private clouds can become an extension of the current enterprise’s architecture.

Dr. Michael Salsburg is a Distinguished Engineer for Unisys Technology, Consulting and Integrated Solutions, and Chief Architect for Unisys Cloud Solutions. Dr. Salsburg was founder and president of Performance & Modeling, Inc. He has been awarded two international patents in the area of infrastructure performance modeling algorithms and software. In addition, he has published over 60 papers and has lectured worldwide on the topic of Real-Time Infrastructure, Cloud Computing and infrastructure Optimization. In 2010, the Computer Measurement Group awarded Dr. Salsburg the A. A. Michelson Award – its highest award for lifetime achievement.
Dual Track 2 – Hot Topics

1:00 – 2:15  Welcome to the SecondLife Computer Measurement Group
  Clea Zolotow, IBM

Welcome to our new virtual home – SecondLife Computer Measurement Group (SL-CMG)! Come tour the new office building, view the cube farm, and take a tour of our new datacenter (featuring the z/BX). See how presentations and posters can be exhibited and how meetings can take place in this virtual world. Socialize, connect, and create with your fellow CMG members here in SecondLife! (Bring your SecondLife-enabled laptop to share in the fun with your PG avatar.)

Clea Zolotow is a Senior Technical Staff member at IBM Global Services with over 20 years on experience working in Mainframe and Midrange environments. Among other initiatives, she is currently working on the Enterprise Computing Model (ECM, an IBM initiative to virtualized 25% of IBM’s own distributed IT infrastructure into System z mainframes) as well as client-facing technology, advancement and strategy. She has patents from automated z/OS installation to mathematical modeling for mass virtualized LPAR migrations. She currently resides in Golden Colorado with her husband and two dogs.

Combined-Hot Topics

2:30 – 3:50  Computing in the Clouds – keeping aloft in turbulent skies
  Irwin Kraus, GridIron Systems

Cloud Computing is among the major themes for CMG ’11 to be held in Washington DC this year. Robust virtualization and pervasive, cheap network bandwidth have joined to enable this computing paradigm. But as with many new technologies, there exists some degree of fuzziness in definition and implementation. This presentation will explore the historical developments and precedents which led to this point and propose the requirements and capabilities that an intelligent Cloud Computing shopper should demand.

Irwin Kraus is the technical sales manager in New England for GridIron Systems. He has been active in CMG and SHARE for many years and is a frequent writer and speaker on technology. Irwin has participated in the evolution of enterprise computing as both a customer and vendor since the IBM System/360 days.