

# Rocky Mountain CMG

## Winter '10 Forum

Friday Feb 26, 2010

**Held at: Colorado Tech University Campus  
5775 DTC Blvd., Suite 100  
Greenwood Village, CO 80111  
303-694-6600 (for directions ONLY)**

<http://regions.cmg.org/regions/rmcmg/CTU-map.gif>

8:00 Registration, 8:45am - 4:00pm Presentations

RMCMG continues on an incredible roll. We're presenting an all day set of sessions focused on Cloud Computing, which, if the IT press is to be believed, is The Next Big Thing. The Rocky Mountain region is fortunate to have two CMG '09 Best Paper Award winners presenting at this forum. We look forward to seeing you there.

Cost this time is \$15(prepaid - which you can charge to PayPal (for example)) \$20 (at-the-door), and does include lunch and beverages (see further down in this note for instructions). This reduced rate is possible because of the generous support of our sponsor for this forum, EG Innovations. EG Innovations will be giving a sponsored presentation during lunch (see notes below).

We also have some amazing door prizes this time. Dr. Barry Merrill has generously provided 20 copies of his book "Merrill's Expanded Guide to Computer Performance Evaluation Using the SAS System". While Dr. Merrill's book had its genesis with instrumentation of Mainframe systems, it is still an excellent source of SAS coding techniques specifically and understanding of computer architectures in general.

Beyond the Agenda Summary below are detailed descriptions of the presentations and biographies of our speakers.

## Agenda Summary

- 08:00 08:45 Registration (Continental Breakfast provided)
- 08:45 09:00 Welcome, Agenda Review (Dave Halbig/Clea Zolotow)
- 09:00 10:15 **Leveraging the Cloud for Green IT** (Mark Preston)\*CMG '09 Best Paper Award
- 10:15 10:45 Break
- 10:45 12:00 **Cloud Computing Futures** (Bruce Otte)
- 12:00 01:00 **Virtualization 2.0 – Cloud Computing and the Management Challenges** (Bala Murugan)\*Forum Sponsor
- 01:00 02:15 **The 7 Habits of the Highly Effective Capacity Planner** (Denise Kalm)
- 02:15 02:45 Break (snacks and beverages provided)
- 02:45 04:00 **Modeling Virtualized Environments** (Dr. Tim Norton) )\*CMG '09 Best Paper Award

## Agenda Detail

### Morning (1)

#### **Leveraging the Cloud for Green IT: Predicting the Energy, Cost, and Performance of Cloud Computing**

**\*CMG '09 Best Paper Award Winner**

Mark Preston, RS Performance

Amy C. Spellmann, Optimal Innovations

Richard Gimarc, Hyperformix, Inc.

#### **About the Presentation:**

Cloud computing is maturing, becoming a viable alternative to classic on-premise IT. Cloud computing facilitates lower fixed and variable costs while supporting enterprise growth. The cost savings are primarily due to reduced energy footprint and on-demand infrastructure provisioning. The benefits are compelling; however, a quantitative analysis is required. This paper describes a methodology for predicting performance, energy and cost for expanding on-premise IT into the Cloud. Our case study demonstrates how to quantify the effects of leveraging Cloud computing for scalability and energy efficiency.

#### **About the Presenter:**

Mark Preston has 20+ years of experience in IT related technology, ranging from custom processor level solutions, industry leading high-performance storage I/O technologies, storage systems and serverization of storage solutions. He has worked with all major OEMs in both Information Technology and Defense Systems, directly managing and implementing planning, analysis and engineering of solutions. This has formed the basis for corporate roles in technology and business development, as well as strategic planning and marketing.

### Morning (2)

#### **Cloud Computing Futures**

Bruce Otte

IBM Corporation

#### **About the Presentation:**

Cloud Computing is the latest trend that is capturing the attention of many in the press, analysts and even those involved with delivering IT to their organizations. But what is cloud computing? Is it real, or simply marketing hype for the IT vendors to sell their wares in a different way? If it is real, what role do standards play, and how will this impact cloud computing going forward? Come hear Bruce Otte, Senior Executive, IBM Cloud Computing Marketing, provide IBM's viewpoint on cloud computing and what the future may hold for us all.

#### **About the Speaker:**

As a Senior Marketing Executive working for the worldwide marketing team of the IBM Cloud Computing Initiative, Mr. Otte's responsibilities include understanding the market, helping shape the portfolio requirements for cloud computing across all of the IBM brands, and communicating IBM's message and offerings on cloud computing. Mr. Otte is one of IBM's subject matter experts on Cloud Computing and how IBM is making it a reality for customers. Mr. Otte is also responsible for the messaging integration of cloud computing with the Dynamic Infrastructure and Smart Work corporate initiatives.

Mr. Otte has had the pleasure of being the keynote speaker for the ITSMA/itSF virtual conference on service management and cloud computing, where they had over 1500 participants; the keynote speaker at the VMware Conference in Buenos Aires, Argentina, with over 800 participants, as well as speaking engagements at numerous other events around the world. Mr. Otte is a founding member of the IBM Cloud Computing Messaging Architecture Board.

Previously, Mr. Otte was a member of the global marketing team for IBM Global Technology Services where his responsibilities included being the lead marketing strategist for Service Oriented Architecture (SOA), Industry solutions, Service Management, the Dynamic Infrastructure, and Cloud Computing. He focused on the IBM Information Technology Services service products, and the overall strategic alignment of IBM services, software and hardware.

Before joining GTS marketing, Bruce was the WW strategist of the IBM eBusiness Hosting Services (ebHS) offerings including IBM's Managed Storage services. Mr. Otte has been with IBM 11 years, working in Systems Group before joining IBM Global Services. Prior to joining IBM, Mr. Otte held an executive position in the consumer products industry. Mr. Otte earned his Bachelors Degree in Business Management and an MBA in Finance from Regis University in Denver, Colorado.

## **Lunch**

### **Virtualization 2.0 – Cloud Computing and the Management Challenges**

**\*Forum Sponsor**

Bala Murugan

EG Innovations

#### **About the Presentation:**

The recent advent of virtualization and its off-shoot cloud computing has revolutionized service and app delivery mechanisms. However they have also broken down all the traditional infrastructure barriers making obsolete the tools we used to manage those infrastructures. As virtualization and cloud computing become commodities in the near future an IT organization's success depends on how effectively it is able to manage these infrastructures as opposed to just deploying them. In this presentation we will look at some of the key challenges presented by the new infrastructure paradigms

and the type of technology that is required to succeed in managing these rapidly growing complex infrastructures.

**About the Speaker:**

Bala Murugan has been instrumental in the design, architecture, and evolution of the eG product suite, and is the co-inventor on eG's key automatic infrastructure triage technology patents. Currently, Bala Murugan heads the solution development and delivery team for the Americas, working closely with eG's sales team and partners in the region. Prior to joining eG Innovations, Bala Murugan was with Transys Technologies where he was responsible for the design and development of one of the earliest J2EE portals in the late 90s. He has a Masters Degree in Computer Science, with extensive experience in multi-tier application development using Java and Microsoft technologies.

He has previously been a guest speaker in Multiple Bri-Forums, VMUGs, GeekDays, SYSCONs and other such events.

**Afternoon (1)**

**The 7 Habits of the Highly Effective Capacity Planner**

Denise Kalm  
CA Corporation

**About the Presentation:**

In 1989, Stephen R. Covey penned “The Seven Habits of Highly Effective People”, designed primarily to help people become more effective in interpersonal relationships. Since performance and capacity planning are so much more than metrics and machines, this paper explores using those same seven habits in the arena of cp/SM job success. As Covey does in his work, each ‘habit’ will be explored with stories from the field. Step up your game and move to successful interdependence.

**About the Speaker:**

Denise Kalm is a Director of Product Marketing at CA. She has 30 years experience in IT including application programming, enterprise systems management and performance management/capacity planning at Pacific Telephone and Bank of America. Prior to joining CA in 2006, Denise spent over five years at an enterprise management solutions software company focusing on Enterprise Performance Assurance. She is also a regional officer of CMG, a director of CMG National and has held many volunteer positions within that organization. She speaks frequently and is a contributing author for Measure IT, CMG, Mainframe Executive and zJournal.

**Afternoon (2)**

**Modeling Virtualized Environments in Simalytic Models by Computing Missing Service Demand  
Parameters**

**\*CMG '09 Best Paper Award Winner**

Dr. Tim Norton

Simalytic Solutions, LLC

**About the Presentation:**

System Virtualization allows multiple O/S images to execute on a single physical host computer. Measuring the host resource usage is straightforward and the necessary tools are included with most virtualized environments. However, complexities introduced by the different virtualization techniques create problems with measurements within the guests, resulting in missing model parameters. This session shows how to use the Meanscé technique (CMG '08) that computes missing parameters with the Simalytic Modeling technique to predict application performance more effectively in virtualization environments.

**About the Speaker:**

Dr. Norton has worked with a variety of computer systems of all sizes and many operating systems, including MVS, Windows and Unix/Linux. He has experience with applications design, support, and systems programming. He has done Technology Planning, Capacity Planning and Capacity Modeling for over 20 years at a variety of large companies. He co-founded and was the Chief Scientist of a start-up company to provide web based capacity planning services for web applications. He has been a full-time Professor at a local university and continues to teach at universities in Colorado Springs.

He is active in CMG (Computer Measurement Group), the leading computer performance analysis organization, and has been the Subject Area Chair for every year since 2000. He has participated in Colorado Governor Owens' Technology Summit. He has served on the Academic Advisory Boards for Computer Science at Colorado Technical University and at DeVry University of Colorado. He founded Simalytic Solutions, LLC in 1995 to provide capacity planning and application modeling services using the Simalytic<sup>®</sup> Modeling Technique and the Response Time Pipe<sup>™</sup> that he developed as a result of his doctoral research.

## Cost and Registration Options:

(A continental breakfast, a served lunch, an afternoon snack and beverages for all three meals are included in the registration fee – meat and vegetarian options will be available for lunch)

### Pre-registration fees:

Register by 19 Feb, 2010

### Pre-registration options

**\$15** ([Click HERE to register via PayPal - \\$15](#))\*

(even if you don't have an account)

(<http://regions.cmg.org/regions/rmcmg/rmcmg.html#RMCMGpaypal>)

**Please print your confirmation and bring it to the meeting.**

By Check (payable to "**Rocky Mountain CMG**")

#### **Mail to:**

Linda Boyd

IBM Global Services

5045 Granby Circle

Colorado Springs, CO 80919

\* You do NOT need a PayPal account to pre-pay by credit card. Look for the text

**“Don't have a PayPal account? Use your credit card or bank account (where available)”**

on the PayPal site.

### Pay at the door fees:

**\$20**

### At the door payment options:

Cash or check only

**(We cannot accept charges at the door)**

Seating is limited; make your on-line reservations early. We encourage and appreciate your pre-registration and on-line payment. If you are not-pre-paying, PLEASE send us an email that you intend to come so we can plan accordingly. Send your intent to:

[gregory.rogers@schwab.com](mailto:gregory.rogers@schwab.com)

or

[david.halbig@firstdata.com](mailto:david.halbig@firstdata.com)

**Note:** The registration fee will be waived for students (with student ID) and anyone between jobs (bring copies of your resume).

### **Refund policy:**

Pre-pay Registration fees will be refunded only if requested by Monday, 22 Feb 2010

### **About CMG**

The [Computer Measurement](#) Group is a not-for-profit, worldwide organization of IT professionals committed to sharing information and best practices focused on ensuring the efficiency and scalability of IT service delivery to the enterprise through measurement, quantitative analysis and forecasting.

CMG members are primarily concerned with performance evaluation of existing systems to maximize performance (e.g. response time, throughput, etc.) and with capacity management where planned enhancements to existing systems or the design of new systems are evaluated to find the necessary resources required to provide adequate performance at a reasonable cost.

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For more information about this meeting or for dates and topics for future Rocky Mountain CMG meetings, please contact: **Dave Halbig at (303) 967-7753**. The calendar for this and all other CMG meetings can be found at: [http://www.cmg.org/cgi-bin/calendar\\_2009.pl?format=cal](http://www.cmg.org/cgi-bin/calendar_2009.pl?format=cal)

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