CA World '14 is going to be an educational opportunity where you'll experience sessions, solution roadmaps, product demos, partner solutions and technical meetings all in one central location anchored by state-of-the-art Cineplex theaters. The content will be structured into seven different centers, each focused on themes that are integral to helping our business thrive in the application economy. CA World '14 will take place November 9-12 at the Mandalay Bay Resort & Casino in Las Vegas.

Application Development will be a strong focus for the Mainframe center at CA World'14. We understand the huge challenges you're facing: your applications are bombarded by mobile and Web access, and your application environment is highly dynamic, ranging across mobile devices, cloud environments, corporate data centers and legacy mainframes. You have to work faster and smarter to meet the challenges of today as well as the challenges of tomorrow.

CA Technologies is dedicated to helping you address these challenges, and CA World'14 is the right place to see how we're transforming Application Development. Here are some of the highlights we're planning for you.

Transformative Innovations

At CA World'14 you'll hear about the new CA approach to helping application developers create new mobile and Web applications that access your mainframe and other systems of record while maintaining critical business applications, managing modifications and enhancements over time in order to modernize your business to address the mobilization and consumerization trends of today's agile IT organizations.

Our strategy to support enterprise-scale DevOps initiatives focuses on simplifying, integrating and enhancing our core application development products: CA Endevor® Software Change Manager, CA Harvest Software Change Manager, CA Testing Tools, CA Gen and CA Plex.

We'll be introducing:
- An Application Development conductor that will orchestrate communication and workflow of existing application development technologies while integrating the maintenance and modernization of business applications
- A single, enterprise-wide Software Change Manager (SCM) to manage software assets from mainframe-to-mobile
- A new Application Services Orchestrator and Application Constructor to rapidly develop mobile applications from services generated by CA Gen and CA Plex

Sessions, Roadmap, Demos and Meet the Expert Bar

The Mainframe Cineplex Theater will feature several sessions on our new Application Development strategy and solutions given by Michael Maggio, Vice President, Product Management and Business Line Leader for Application Development. In addition, Michael will lead a detailed Application Development strategy session with his team to review our long- and short-term roadmaps.

The demo stations will showcase our new Application Development solutions on the show floor, where you'll be the first to see how these solutions are designed to help you get more value from the solutions you rely on every day to develop, test and manage your critical applications.

New to CA World'14 is a Mainframe Meet the Expert Bar on the show floor where CA and industry experts will be available to engage in dialogues and answer your questions.

DevOps and DevCenter

It's not just the Mainframe center that will focus on Application Development. The DevOps and the DevCenter areas on the show floor will feature dozens of Application Development and Delivery sessions and demos as well as a host of experts. Because all the centers are on the show floor, it will be easy to go from one to another to sample different sessions and offerings.

CA World'14 Has so Much to Offer

Many customers cite the networking opportunities at CA World as the most important reason to come, and at CA World'14 you'll be able to network with customers in the lounges on the show floor, at meals and at social events. Take advantage of the expert advice from your peers to respond more effectively to Application Development opportunities and challenges. We know you'll enjoy the special guest keynote and the always-amazing CA World event night.

Register Today

CA World'14 registration is now open. Take advantage of the Early Bird registration discount, which expires September 1. The entire CA Mainframe Application Development team looks forward to seeing you in Las Vegas!