ca World®'14

INVENT TOMORROW

Program Guide
ca **Intelli**center

November 9-12, 2014
Mandalay Bay Resort & Casino
Las Vegas, Nevada

Welcome to CA World 2014

We live in an application economy. In order to survive, businesses need to know how to navigate this new reality and take advantage of the opportunities tomorrow will bring. Join CA Technologies CEO Mike Gregoire and industry leaders at CA World '14, where you'll not only learn the new rules for survival, you'll see and test-drive the software that will fuel the transformation of leading companies in this new era.

What's New

CA World '14 has been redesigned to be more focused, exciting and relevant, with **live demonstrations, 1:1 meetings with executives** and **hands-on labs** where you can test-drive products and learn new skills. We've also added a **Meet the Expert area** where you can speak directly with distinguished engineers, developers and technical support teams for a full-spectrum view of CA solutions. This year, you can experience many sessions in our **new, state-of-the-art Cineplex theaters located in the Exhibition Center** or you can venture off the show floor to attend in-depth, technical **breakout sessions**.

Jennifer Hyman
Chief Executive Officer and
Co-Founder, Rent the Runway

Mike Gregoire
Chief Executive Officer,
CA Technologies

Amit Chatterjee
EVP, Enterprise Solutions and
Technology, CA Technologies

Biz Stone
Co-Founder, Twitter and
Chief Executive Officer, Jelly

Keynote Speakers

Mike Gregoire and special guests will discuss the role of **disruption**: how business and technological innovations are unleashing provocative business models, creating new categories, reshaping industries and changing our daily lives.

Welcome Reception: Rewrite

Join CA Technologies on Monday evening for drinks and a first-hand look at the way software is rewriting our future.

WIRED and *Ars* have curated a series of interactive experiences that will show you the future of **robotics, wearables, transportation, entertainment, food** and **fashion**. You'll hear from leading thinkers and have the opportunity to touch, taste and experience technologies from **Oculus Rift** to **Drones** to **3-D Printers**.

Chris Anderson CEO of 3D Robotics

CA World Event Night: The Fray

We are excited to announce the double-platinum selling band, The Fray, will be headlining our CA World Event Night. With top hits such as "Over My Head (Cable Car)" and "How to Save a Life", it's sure to be a rocking evening!

Program at a Glance

Sunday November 9

9:00 am — 5:00 pm	Pre-Conference Education
1:00 pm — 6:00 pm	Exclusive Session for CA Partners
4:00 pm — 8:00 pm	Regional Registration Receptions

Monday November 10

7:30 am — 9:00 am	Coffee
9:00 am — 10:30 am	**Keynote Opening Session**: Mike Gregoire, Biz Stone, Jennifer Hyman
10:30 am — 4:30 pm	**Exhibition Center Open**
11:00 am — 4:00 pm	Exhibition Center Theater Sessions
12:00 pm — 1:30 pm	Lunch in Exhibition Center
4:30 pm — 5:30 pm	**Special Guest Keynote**: Earvin "Magic" Johnson
6:30 pm — 8:30 pm	**Welcome Reception: Rewrite**

Tuesday November 11

7:30 am — 9:00 am	Coffee
9:00 am — 10:30 am	**Technology Keynote Session**: Amit Chatterjee
10:30 am — 5:00 pm	**Exhibition Center Open**
11:00 am — 5:00 pm	Exhibition Center Theater Sessions
12:00 pm — 1:30 pm	Lunch in Exhibition Center
6:30 pm — 9:30 pm	**CA World Event Night: The Fray**

Wednesday November 12

7:30 am — 9:00 am	Coffee
8:30 am — 12:00 pm	**Exhibition Center Open**
9:00 am — 12:00 pm	Exhibition Center Theater Sessions

WIRED

REWRITE

Earvin "Magic" Johnson
Chairman & CEO,
Magic Johnson Enterprises

Get more info

- Follow us **twitter.com/caworld**

- Join the conversation at **communities.ca.com**

ca **Intelli**center Overview

Find out how to make smart portfolio decisions with CA Project and Portfolio Management, and how to drive an exceptional service support and delivery strategy with CA Service Management—both solutions to help you thrive in an application economy. Hear product strategy, roadmap advancements, expert tips and successes from CA customers and partners alike—helping you make the most out of your CA investment. Learn more about our new offerings in: Project and Portfolio Management and Service Management.

ca **Intelli**center Pre-Con Education Sessions

SUN 9th			
	9:00am — 12:00pm	ICX17E	CA Clarity PPM v14.1: MS Project Integration: Tips, Tricks and What's New for You
	11:00am — 12:30pm	ICX10E	CA Service Management – Unified Self Service
	1:30pm — 3:00pm	ICX09E	Increase Your Value: Upgrade CA IT Asset Manager
	1:30pm — 3:00pm	ICX06E	CA Clarity PPM v14.1: Get Straight A's in Managing Resources Effectively
	3:30pm — 5:00pm	ICX08E	From Zero to Compliance Using CA Software Asset Management
	3:30pm — 5:00pm	ICX05E	CA Clarity PPM v14.1: Portfolio Management: Building a Better Portfolio

ca **Intelli**center Theater Sessions

MON 10th			
	11:00am —11:45am	ICT17S	IT Business Management Strategy & Vision: Opening Session; *Lokesh Jindal, CA Technologies*
	12:30pm — 1:00pm	ICT12S	The ITSM "User" Experience of a Lifetime For the Users, From the Users; *Spectrum Health*
	1:15pm — 1:45pm	ICT04P	Driving Innovations and New Products with PPM; *Disney Interactive and SanDisk*
	2:00pm — 2:30pm	ICT02P	Enabling Resource Management: The Right People for the Right Projects; *Cisco Systems, Allscripts, and Ricoh-USA*
	2:45pm — 3:15pm	ICT14S	Vision & Strategy: A CA Roadmap to Unified IT Service Management; *Dale Clark, CA Technologies*
	3:30pm — 4:00pm	ICT01S	Streamlining Your Technology Investment Portfolio; *WellsFargo Bank and Deloitte Consulting*

ca **Intelli**center Theater Sessions (cont.)

TUE 11th	11:00am — 11:45pm	ICT08S	**CA PPM: The Road Ahead;** *Kurt Steinle, CA Technologies*
	12:30pm — 1:00pm	ICT06P	**Is Cloud-Based PPM Right for Your Business?;** *Time Warner Cable, Heineken International, and MGM Resorts*
	1:15pm — 1:45pm	ICT07P	**Beyond IT and PMO: PPM That Drives the Business;** *Amway*
	2:00pm — 2:30pm		**TBD**
	2:45pm — 3:15pm	ICT05P	**Increasing the Value of PPM with Financial Management;** *TD Bank, Olympus Corporation*
	3:30pm — 4:15pm	ICT13S	**Business Objective-Driven Service Management;** *Allscripts*
	4:15pm — 4:45pm	ICT15S	**Integrated IT Service Management: From Strategy to Implementing to User Adoption;** *Intermountain Healthcare*
WED 12th	9:00am — 9:30am	ICT03P	**Improving the User Experience to Increase Business Value;** *Citrix*
	9:45am — 10:15am		**TBD**
	10:30am — 11:00am	ICT19S	**Strategies for Effective Hardware and Software Asset Management;** *Systems Made Simple*
	11:15am — 11:45am	ICT11S	**Get What You Deserve – Upgrade CA Service Desk to Maximize Value;** *Oppenheimer Funds*

ca **Intelli**center Breakout Sessions

MON 10th	1:00pm — 1:45pm	ICX04S	**Unified Approach to IT Service Management;** *Digital Celerity and John Muir Health*
	1:00pm — 1:45pm		**TBD**
	1:30pm — 3:00pm	ICX21L	**Hands-On Lab: CA Productivity Accelerator v12.1: What's New and Advanced Features**
	2:00pm — 2:45pm	ICX01S	**Enabling Change Across A Global, Virtual Organization;** *Digital Celerity and Polycom*
	2:00pm — 2:45pm	ICX22S	**Evaluation and Preparation of a Tailored On-Premise CA PPM for SaaS and Best Practice;** *MetLife*
	3:00pm — 3:45pm	ICX26S	**Introducing CA Work Management: Expand the Value to Your PPM Business Users;** *Jaron Farr, CA Technologies*
	3:00pm — 3:45pm		**TBD**
	3:30pm — 5:00pm	ICX07L	**Hands-On Lab: CA Clarity PPM Data Warehouse**
TUE 11th	9:00am — 10:30am	ICX16L	**Hands-On Lab: Let's Build an ITSM Dashboard**
	11:00am — 11:45am	ICX18S	**Mobility, Self-Service and Knowledge Management: A Modern Approach to End-User Productivity;** *Dale Clark, CA Technologies*
	11:00am — 11:45am	ICX19P	**New Strategies to Better Manage your Hardware and Software Assets;** *Genworth Financial, Stefanini, First Horizon, and Natixis*
	1:00pm — 1:45pm	ICX03P	**Around the World with Service Management;** *Yapi Kredi (Turkey), GCI (US), Caixa General de Depositos (Spain)*
	1:00pm — 1:45pm	ICX25S	**Tips for Driving User Adoption and Satisfaction of ITSM;** *Intermountain Healthcare*
	2:00pm — 2:45pm	ICX24S	**ITSM Beyond IT: Effectively Offering and Delivering Services to the Ultimate End User;** *Santa Clara County*
	2:00pm — 2:45pm		**TBD**
	3:00pm — 3:45pm	ICX02S	**Extending PPM Across the Business;** *American Family Insurance and Rego Consulting*
	3:00pm — 3:45pm	ICX23S	**Leveraging CA PPM for Resource Management and Professional Services Automation;** *Ricoh-USA*
	3:00pm — 4:30pm	ICX12L	**Hands On Lab: CA Clarity PPM Reporting with Jaspersoft**
	4:00pm — 4:45pm	ICX20S	**CA PPM and VersionOne: Connecting Agile Teams with Your Project Portfolio;** *VerisonOne and James Chan, CA Technologies*
	4:00pm — 4:45pm		**TBD**
WED 12th	10:00am — 11:30am	ICX07LR	**Hands-On Lab: CA Clarity PPM Data Warehouse (REPEAT)**
	12:00pm — 1:30pm	ICX12LR	**Hands On Lab: CA Clarity PPM Reporting with Jaspersoft (REPEAT)**

Note: all session times are subject to change