

# caWorld'15

November 16-20, 2015  
Mandalay Bay Resort & Casino  
Las Vegas, Nevada

Register now at [ca.com/caworld](http://ca.com/caworld)

## THE APPLICATION ECONOMY IS HERE. SEIZE YOUR OPPORTUNITY.

### Advance Your Application Performance Management Know-How at CA World '15

In a time where business is being rewritten by software, your applications are the face of your business. The reality of this application economy is that you have mere seconds to impress your users. With the new release of CA Application Performance Management 10, you can provide your customers with an E.P.I.C. application experience like never before. CA World '15 will show you how to stimulate user loyalty and create a mobile-to-mainframe competitive edge through a deep dive of technical sessions, case studies, demos, and roadmaps showcasing CA Application Performance Management in today's software driven world.

### Must Attend APM Sessions:

- 30+ customer, partner & CA-led sessions covering Application Performance Management
- Meet the Experts SmartBar covering the APM Team Center, Node.js, Docker, and Jenkins
- Pre-conference education exploring what's new in Application Performance Management and Mobile App Analytics
- Case studies with CA Application Performance Management in real-world business scenarios

**Look Who's Coming:** CEOs, CIOs, CTOs, CSOs, VPs and Directors of APM Engineering, Application Hosting, Enterprise Architecture, Application Platforms and DevOps professionals from some of the world's best companies, including:

- |                    |                   |                             |                             |
|--------------------|-------------------|-----------------------------|-----------------------------|
| • Accenture        | • Charles Schwab  | • General Motors            | • PepsiCo                   |
| • ACI Worldwide    | • Cigna           | • IBM                       | • PricewaterhouseCoopers    |
| • ADP              | • Citigroup       | • Interval International    | • TD Bank                   |
| • AIG              | • Dell            | • JP Morgan Chase           | • TJX Companies             |
| • American Express | • Delta Air Lines | • Liberty Mutual            | • T-Mobile                  |
| • Bank of America  | • DirecTV         | • Lowe's                    | • Toyota Financial Services |
| • Barclays         | • Disney          | • MGM Resorts International | • Verizon                   |
| • Cardinal Health  | • FedEx           | • Nordstrom                 | • Wells Fargo               |
| • Centrica         | • GE Healthcare   | • National Australia Bank   | • Western Union             |

- Featured Speakers include:**
- Matt LeRay, Senior Vice President, Business Unit Executive, CA Technologies
  - Sam Patel, IT Director, Verizon Wireless
  - Louis Verzi, Manager of Platforms, Cardinal Health
  - Rob Gaynor, Vice President of Technology Services, Interval International
  - Ash Jokhoo, IT Director, Programs and Engagement, British Gas

### Overheard...

"There is now an increased focus on APM...this version of its APM product incorporates support for new end-user environments (for example, mobile), new platforms (PHP, Node.js and MongoDB), improved instrumentation context, and automated agent configuration and management. CA has spent considerable time rearchitecting not only its APM product, but also the development organization and processes that support it, as it now operates on six-month release cycles (reduced from 18) and has an aim to go faster." – 2015 Gartner Vendor Rating

### Must-Attend Demos

Topic	Product(s)
Application Performance Management, Modern Monitoring, featuring the new APM Team Center	CA Application Performance Management
Application Performance Management, featuring the new APM Command Center	CA Application Performance Management
Ensuring a "5 star" mobile app experience with CA Mobile App Analytics	CA Mobile App Analytics
Application Performance Management and DevOps, featuring APM use in preproduction scenarios	CA Application Performance Management
"Mobile to Mainframe" user experience management	CA Application Performance Management and CA Mobile App Analytics
Unified Monitoring: APM Integrations including UIM	CA Application Performance Management

### Application Performance Management Sessions

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Date	Session	Session Type
16 – Nov	Add the Power of Analytics to Your Mobile App	Pre-con Education
16 – Nov	How to Deliver a "5-Star" Mobile App Experience with CA Mobile App Analytics and CA Application Performance Management	Pre-con Education
17 – Nov	What’s New in Application Performance Management 10	Pre-con Education
17 – Nov	Real World Problem Solving Using Application Performance Management 10	Pre-con Education
17 - Nov	How to Use the CA Application Performance Management Command Center for Application Monitoring	Pre-con Education
18 – Nov	Case Study: Verizon Wireless Finds the Future Is Now for Mobile Application Analytics	Session
18 – Nov	CA Application Performance Management Roadmap - Driving Toward E.P.I.C. APM	Session
18 – Nov	The New CA Application Performance Management Team Center—Faster Triage and Diagnosis with Timeline, Perspectives and Differential Analysis	Tech Talk
18 – Nov	Give Me the Bad News Straight: Why Models are a Broken Approach to Alerting	Tech Talk
18 – Nov	Interval Leisure Group Aligns IT to the Business using DevOps Strategy and CA Application Performance Management	Session
18 - Nov	Monitor Node.js App Performance and the Impact to DevOps with CA Application Performance Management	Session
18 - Nov	DHL Shifts Left with CA Application Performance Management to Boost Quality of Service	Session
18 - Nov	Case Study: Prohuban Banks on CA Application Performance Management 10	Session
18 - Nov	How to Achieve a Customer-Centric View in an Omni-Channel World	Session
18 - Nov	CA Application Performance Management Team Center – A War Room Simulation	Session
18 - Nov	Case Study: University of California Office of the President Studies Front End to Mainframe Application Monitoring with CA Application Performance Management	Session
18 - Nov	Case Study: Orange Goes from Dev "Oops" to DevOps with CA Application Performance Management—Accelerating Deployment Time and Boosting Application Quality	Session
18 - Nov	Monitor Microservices, Containers, Cloud Foundry and Node with CA Application Performance Management	Session
18 - Nov	Quickly and Easily Monitor Applications using CA Application Performance Management Browser Agent	Hands-On Lab
18 - Nov	Application Performance Management Command Center: Automate Monitoring Management with APIs	Hands-On Lab
18 - Nov	"It's all about Pete" (Level 1 Support Analyst)—How CA Application Performance Management Team Center Expedites Diagnosis and Triage	Hands-On Lab
18 - Nov	Designing the Next CA Application Performance Management	Hands-On Lab
19 - Nov	Case Study: British Gas Ensures SAP CRM Success with CA Application Performance Management	Session
19 - Nov	Cardinal Health Experiences “Black Friday” Every Day	Session
19 - Nov	How to Achieve a Customer-Centric View in an Omni-Channel World	Tech Talk
19 - Nov	Getting to Know Node.js	Tech Talk
19 - Nov	Case Study: Bancolombia Transforms from Component Monitoring to User Experience Monitoring using CA Application Performance Management	Session
19 - Nov	Case Study: VF Corporation Takes a Practical Approach to Improving its MOJO with CA Application Performance Management	Session
19 - Nov	Case Study: McKesson Outlines Five Steps for Managing CA Application Performance Management for Speed and Scale and Focus on Customer Experience	Session
19 - Nov	Closing the DevOps Loop by Integrating CA Application Performance Management and Jenkins	Session
19 - Nov	Customize CA Application Performance Management with Tips for Using the CA Application Performance Management Open APIs	Session
19 - Nov	Using CA Mobile Application Analytics REST APIs	Hands-On Lab
19 - Nov	Managing and Monitoring Node.js Made Easy with CA Application Performance Management	Hands-On Lab
19 - Nov	Best Practices for Using CA Application Performance Management Team Center for Attribute Grouping	Hands-On Lab
19 - Nov	Learn How to Harness CA Application Performance Management Differential Analysis to Reduce False Positives	Hands-On Lab

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