



SHARE 2014 Pittsburgh

Event Overview:

SHARE Inc. is an independent volunteer run association providing enterprise technology professionals with year-round technical content and training, valuable professional networking and effective industry influence. SHARE brings you a highly targeted and qualified audience, representing a wide array of IT procurement influencers and decision-makers that are interested in your product portfolio. The audience includes a number of Fortune 1000 companies.

At SHARE you can:

- Build new relationships with targeted customer contacts
- Attract new customer leads for business growth
- Connect with current customers
- Showcase your latest products and services

Through exhibit, conference & year-round sponsorship opportunities, SHARE provides organizations maximum exposure to a targeted audience of enterprise technology professionals.

Event At A Glance:

Date: August 3-8, 2014

Locations: David L. Lawrence Convention Center Pittsburgh, PA

Attendance: 1,300

Registration: <http://share.org/pittsburgh>
<http://www.share.org/p/cm/ld/fid=259>

CA Booth # 601 (20x20)

CA Social Event: SHARE Open House
Customer Guest Pass — [Download the PDF pass](#)

More Info: Cheryl.Gonzalez@ca.com; or
Carla.Flores@ca.com

CA Technologies Activity Overview:

Continuing the celebration for the 50th anniversary of the mainframe; [the technology that changed business computing forever], we will join with customers and prospects alike to discuss how the mainframe remains the heart of business, science, government and academia today! The mainframe computer; 50 years later, continues to power the fast-paced global economy every day.

As a year-long **Platinum Premier Sponsor** for SHARE 2014, CA Technologies is once again, the sponsor the **Sunday Evening Open House**. The event will take place, **Sunday, August 3rd at 7 p.m.** - The theme *"a Class Reunion"*

Throughout the week, CA Technologies will present on a number of topics during the technical program. In addition, we will host a Breakfast & Learn, Lunch & Learn and Vendor Sponsored Session.

BREAKFAST & LEARN - Tuesday, August 5th 7:20 a.m. – 8:20 a.m. in Room 303

Title: [Need help justifying adopting Linux on System z?](#)

Abstract: Then this breakfast & learn is for you! There's no doubt that Linux on System z is an important component of System z's future direction but adoption has been slower and customers still struggle with making the case for z as a generic Linux platform. Come and learn more about how CA is helping customers to justify the use of Linux, reduce the costs of deployment and remove technical barriers to its more widespread adoption.

Speakers: Andrew Chapman AndrewM.Chapman-ProductManagement@ca.com & Lowell Higley
Lowell.Higley@ca.com



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LUNCH & LEARN - Thursday, August 7th, from 12:20 p.m. – 1:20 p.m. in Room 317

Title: [Introducing CA Big Data Management: It's here, but what can it do for your business?](#)

Abstract:

Traditional data management is changing rapidly. Since the release of Hadoop 2.0, distributed big data environments are emerging within many enterprises. These enterprises are realizing they need a more efficient way to view, monitor and manage their ever growing and disparate data environments. Gathering business-critical data, monitoring and auditing the associated environments that can include one or more Hadoop distributions and even mainframe environments is key. This lunch & learn session will introduce a new, unified approach for managing mixed big data environments.

Speaker: Michael Harer: Michael.Harer@ca.com

Vendor Sponsored Presentation (VSP) Wednesday, August 6th at 1:30 p.m. (Room TBD)

Title: [System z at the Heart of the Dynamic Data Center](#)

Abstract:

In the midst of all the disruptive changes brought on by cloud and mobility, one of the biggest challenges facing IT organizations today is providing the flexibility businesses demand; while also ensuring critical IT infrastructure needs are being met. System z has served as the optimum transaction processing engine for decades, and it will continue to do so. Customers are increasingly leveraging System z to host their virtualized private cloud infrastructure. This enables enormous growth within the same physical and environmental footprint, without a corresponding increase in administration and energy costs. Over the next couple years as the dynamic data center will continue to evolve; and CA will be enhancing our capabilities and bringing innovative System z software to market that will enable System z as the platform of choice to manage the overall Hybrid Cloud infrastructure.

Speakers: Sam Knutson Samuel.Knutson@ca.com & Andrew Chapman AndrewM.Chapman-ProductManagement@ca.com

Technology Exchange Expo:

CA Technologies, **Booth # 601** will be a 20x20 booth featuring the following 8 demo stations:

1. **Data Center Modernization**
2. **Big Data & Analytics**
3. **Application Development**
4. **Performance Management**
5. **Security & Compliance**
6. **Automation & Management (WLA)**
7. **Linux on System z**
8. **Cloud Storage for System z**

Attendees should stop by our booth to chat with solution experts and get the answer to the **Amazing Expo Challenge** (formerly *Passport for Prizes*) for a chance to win a **GoPro® Hero3 camera with accessories**.



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Expo Hours are:

Monday, August 4: 4:00pm – 7:30pm (5:30pm – 7:30pm Welcome Reception) Taste of Pittsburgh

Tuesday, August 5: 4:00pm – 7:30pm (5:30pm – 7:30pm Evening Reception) * CA Specialty drink cart (Totally Awesome 80's Night)

Wednesday, August 6: 10:30am – 1:30pm (12:30pm – 1:30pm Dessert Break)

CA Technical Sessions:

Session #	Session	Date	Start Time	Room	Presenters
15572	MVS Core Technologies Project (MVSE) Opening and WSC Hot Topics	8/4/2014	11:15 AM	Room 406	Mary Anne Matyaz; Riaz Ahmad
15410	How Does Cloud Computing Impact the Data Center?	8/4/2014	1:30 PM	Room 316	Laura Knapp; Diana Donnellan; Bob Rogers; Theresa Tai; Mike Biere; Kershaw Mehta; Scott Arnett
16090	Leveraging BCPii in Automation	8/4/2014	1:30 PM	Room 310	Zach Williams
16064	zNextGen Project Opening and Keynote	8/4/2014	3:00 PM	Room 319	Linda Mooney; Vit Gottwald; Reg Harbeck; Warren T. Harper
16210	Embracing the Enterprise Challenge: Meet the Next Generation of Mainframers!	8/4/2014	4:15 PM	Room 319	James E. Kokoszynski; Sujay Solomon; Jessica Tonda; Jason Brosius; Daniel Kelosky; Charles Kalish; Edward J. Legowski
16255	Need help justifying adopting Linux on System z?	8/5/2014	7:20 AM	Room 303	Andrew Chapman; Lowell Higley
16080	Hidden Gems in CA NetMaster for TCP/IP: Come Explore where You May Have Missed Them	8/5/2014	10:00 AM	Room 311	Craig Guess
16147	Introduction to GTF trace - Swiss Army Knife in MVS Professional's Toolbox	8/5/2014	10:00 AM	Room 319	Vlastimil Jedek
16211	Real Life Cybercrime from the Trenches: Ask the Experts	8/5/2014	11:15 AM	Room 306	Christopher Jordan; Phil Smith; Rob Andrews; Steven Ringelberg; Carla Flores
16179	zPDT & RD&T Roundtable	8/5/2014	12:25 PM	Room 310	Stephen Norris; Stan H. King; Thomas Conley; Kenneth Barrett
15862	CA SYSVIEW History and Meet the Developers	8/5/2014	4:15 PM	Room 303	Tom Quinn; Todd Gagle
15726	Backing Up a z/VM SSI Cluster Using CA VM:Backup	8/6/2014	8:30 AM	Room 404	Brian Jagos
16248	System z at the Heart of the Dynamic Data Center	8/6/2014	1:30 PM	Room 302	Sam Knutson; Andrew Chapman
15601	Using CA CSM to Install Products for the z/OS Systems Programmer	8/6/2014	4:15 PM	Room 310	Summer Spaulding; Greg Hochhalter
15800	CA Chorus Software Manager Update	8/7/2014	8:30 AM	Room 310	Summer Spaulding
16165	Get the SAPIness Out of JES	8/7/2014	8:30 AM	Room 318	Glenn Hanna
16089	System z Personal Development Tool (zPDT) User Experiences	8/7/2014	10:00 AM	Room 310	Stephen Norris; Kenneth Barrett
16178	Your Mainframe Tape in the Cloud	8/7/2014	10:00 AM	Room 305	Russell Witt
15799	CA Chorus Software Manager Hands-on Lab	8/7/2014	11:15 AM	Room 301	Summer Spaulding; Gregory



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16256	Introducing CA Big Data Management: It's here, but what can it do for your business?	8/7/2014	12:20 PM	Room 317	Michael Harer
16085	z/OS Serialization Topics: ENQ downgrade, MIM	8/7/2014	3:00 PM	Room 310	Sujay Solomon; Jason Tucker
15966	Panel Discussion: Hear it From Your Peers - Growing the IT Talent Pipeline	8/7/2014	4:15 PM	Room 311	Carla Flores; James E. Kokoszynski; Lonnie Emard
15863	Performance Monitoring and Autonomic Computing	8/7/2014	4:15 PM	Room 303	Jeff Geminder
15664	CA Security Update and Hidden Gems	8/8/2014	8:30 AM	Room 405	Carla Flores
16161	GTF Trace Hands-on Lab	8/8/2014	8:30 AM	Room 301	Vlastimil Jedek
15762	What Security Product meets your Security Needs in z/VM	8/8/2014	8:30 AM	Room 317	Brian Jagos
15853	Modernizing the Mainframe: Using Agile to Improve the User Experience (UX) with User Centered Design (UCD)	8/8/2014	10:00 AM	Room 316	Joyner Perez
15697	Overcoming the Challenges of Running Linux and the Cloud on System z	8/8/2014	10:00 AM	Room 304	Andrew Chapman; Brian Jagos
15566	Bit Bucket x'2F'	8/8/2014	11:15 AM	Room 406	Edward Jaffe; Skip Robinson; Sam Knutson; Thomas Conley

Target Audience:

- Asset Managers
- IT Architects
- IT Support Personnel
- Storage Administrators
- Systems Analysts
- Network Administrators
- Database Administrators
- IT Directors/Managers
- Software Designers and Developers
- Systems Administrators
- Systems Programmers

Conference Hotels:

CA does not have a room block however SHARE has negotiated rates at the following hotels:

Omni William Penn Hotel

530 William Penn Place
Pittsburgh, PA 15219
412.281.7100
\$179 per night for all room types

SHARE has secured additional hotel space at the Omni William Penn Hotel, where you'll be walking distance (0.25 miles) from SHARE in Pittsburgh sessions and have access to amenities such as in-room Wi-Fi and a 24-hour fitness center. **Act quickly as these room rates will not be available for long! Group block is SOLD OUT on Wednesday and Thursday 8.6 and 8.7**

[Book My Room Today!](#)



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Instructions for booking your stay at the Omni William Penn Hotel:

1. Click on the "Book My Room Today!" button above.
2. Select "Omni William Penn Hotel" from the hotel drop-down menu.
3. Choose your desired arrival/departure dates.
4. Next to "Group Code" enter the following discount code: **17000610331**.
5. Click "Check Availability" and proceed as directed.

Courtyard by Marriott Pittsburgh Downtown

945 Penn Avenue
Pittsburgh, PA 15222
800.321.2211

The SHARE online reservation period has ended. Please call the hotel directly regarding availability. **

***The Courtyard by Marriott Pittsburgh Downtown currently has availability from Friday, August 1 – Friday, August 8; however, all reservations must be made over the phone. To book your room, please contact the hotel directly.*

Westin Convention Center Pittsburgh

1000 Penn Avenue
Pittsburgh, PA 15222
412.281.3700

\$169 per night for a single/double

\$119 per night for government employees*

Group rate available (*Internet included!*) through July 11, 2014**

Book My Room Today!

This location offers:

- Gold LEED certification, among other [green initiatives](#)
- Free high-speed Internet
- Less than one mile from PNC Park, home of the Pittsburgh Pirates
- WestinWORKOUT fitness center, business center, and spa
- To learn more about the local area, [click here](#)

**If you are a government employee, [click here to book your room](#).*

***The Westin Hotel has availability from Friday, August 1 – Tuesday, August 5; however, the property is sold out on the Wednesday and Thursday of SHARE in Pittsburgh. We recommend contacting the Westin only if you need to stay through Wednesday morning.*

Passes:

Expo passes are being allocated to booth staff. Should any additional passes become available, we will let you now.

*In the meantime, following are the **registration options for our customers:***

1. **Free SHARE Technology Exchange Expo Admission:** Receive free access to the SHARE Technology Exchange Expo.
2. **One-Day Admission:** Receive a one-day badge to SHARE for only \$550 (\$400 Friday only). A one-day badge includes access to the SHARE Technology Exchange Expo and educational sessions occurring on that day.
3. **Full Conference Admission:** Receive the early bird member rate of \$1,650 to attend SHARE. This registration rate includes full access to all SHARE events and activities, including the networking receptions and educational sessions.



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You may access the **Customer Guest Pass** here: [Download the PDF pass](#)

**Guest Pass not applicable to exhibitor employees*

Pre/During & Post Lead Follow-up Plan:

Pre-Event – CA will create an invitation that SHARE will promote to all SHARE members. CA Technologies will also do our own internal push to local customers as well as make the Marketo template available for Sales use.

During the event, we will capture all leads via dedicated scanners for each demo station, and also collect leads from VSP attendees.

After the event, all leads will be uploaded into Marketo and scored by the level of engagement. Leads will be then passed to the ISR or Direct team for additional follow up. Unqualified leads will be placed into a nurture campaign.

Attendees will get, thank you for attending emails with an asset to consume. And those who did not stop by our booth will receive a sorry we missed you email with a link to our VSP presentation.

For More Information:

Contact [Cheryl Gonzalez](#) NA Mainframe Field Marketing, or [Carla Flores](#), Mainframe Product Marketing