CMG
Computer Measurement Group

imPACt

INTERNET • MOBILE • PERFORMANCE & CAPACITY • CLOUD • TECHNOLOGY

NOVEMBER 6-9, 2017 | LOEWS HOTEL | NEW ORLEANS, LA

All the performance solutions you need, in one conference.

Join hundreds of colleagues, peers and industry leaders in New Orleans this fall for the Computer Measurement Group's 43rd International Conference! imPACt 2017 will be an action-packed, three-day conference filled with information and collaboration. Learn from the performance industry's top experts while connecting with fellow specialists during this valuable event.

Actionable solutions that solve your organization's biggest challenges.

- More than 70 speakers over 3 days of sessions will allow you to learn innovative strategies to help you stay on top of industry changes and trends.

- Our exhibit area will feature leading vendors in the industry, giving you the chance to learn about the latest technology solutions.

- Engage with fellow professionals to share your experiences and build lasting industry relationships.

Who Should Attend

imPACt 2017 will allow for one-on-one networking with professionals from a wide range of roles within the performance industry, including:
- Capacity Planners
- Performance Engineers
- Consultants
- Load Testers
- Systems Administrators
- Software Developers
- Quality Assurance/Engineers
- Project Managers
- Database Administrators
- Sales & Marketing Professionals

About New Orleans

New Orleans is one of the world's most fascinating cities – it's home to a truly unique melting pot of culture, food and music. Come down and experience New Orleans, one of America's most culturally and historically-rich destinations.

November is one of the loveliest months in the New Orleans year. Hurricane season is over and "winter" is sliding in—it's not frigid by any means, but it's cool enough to enjoy outdoor activities easily. Oysters are in season and so is gumbo (the latter can technically be made any time of year, but as a warming stew, it's really best eaten when there's a chill in the air). The Saints and Pelicans are both going full-throttle, as are the Social Aid and Pleasure Clubs with their weekly Second Lines.

Important Dates

- May 15 - Presenters' Abstracts Due

- July 12 - Papers and Presentations Due

- August 31 - Early Bird Pricing Deadline

- October 5 - Room Rate Guarantee (Starting at $199 per night) ends.

- November 4 & 5 - Performance and Capacity Hackathon

- November 6 - CMG Performance and Capacity Badge Program Training Sessions Start

- November 6, 7, 8, & 9 - imPACt 2017

About the Venue

Located in the historic center of it all, Loews New Orleans Hotel personifies the captivating spirit of the Big Easy with vibrant, elegant décor and extraordinary service.   A gateway to the city's Arts District, the hotel is directly across from Harrah's Casino, three blocks to the historic French Quarter and a short stroll from the Riverfront, famous restaurants, jazz clubs, and Morial Convention Center. Featuring the city's largest guest rooms at 532 square feet, each room boasts magnificent views of either the Mississippi River or the city skyline, complimentary in-room WiFi and 24-hour room service. 17,000 sq. ft. of meeting space on the 9th and 10th floors, all offering panoramic views of downtown or the Mississippi River.

How to Book

Conference, Training, and Hackathon Registration is available online at:

www.cmgimpact.com

Booking for the Loews New Orleans Hotel can be done:

- Online following the link at www.cmgimpact.com
- By Calling 1-866-211-6411. Be sure to book as part of the CMG Group in November.

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Tentative Agenda
*Timing Subject to Change

Monday, November 6

8:00 AM - 12:00 PM
CMG Badge Program Kick Off - Core Classes
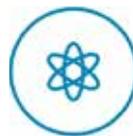
1:30 PM - 3:30 PM
CMG Annual Member Meeting and Michelson
Awards Presentation

4:00 PM - 5:30 PM
imPACt 2017 Opening Presentations

5:30 PM - 7:00 PM
Welcome Reception

Don't miss:
**CMG Performance and Capacity
Hackathon - Saturday, November 4
and Sunday, November 5**

Tuesday, November 7

6:45 AM - 7:30 AM
Running (walking) Tour of NOLA

8:45 AM - 9:45 AM
Morning Keynote

9:50 AM - 4:00 PM
Performance, Capacity, Mainframe, and
Emerging Tech Tracks

12:00 PM - 1:00 PM
Lunch

5:30 PM - 7:00 PM
Bar Crawl

10:00 PM
Late Night Snack

Wednesday, November 8

8:45 AM - 9:45 AM
Morning Keynote

9:50 AM - 4:00 PM
Performance, Capacity, Mainframe, and
Emerging Tech Tracks

12:00 PM - 1:00 PM
Lunch

4:00 PM - 5:00 PM
Afternoon Keynote

5:00 PM - 6:30 PM
Cocktail Reception

7:30 PM
Dinner with Peers

Thursday, November 9

8:45 AM - 9:45 AM
Morning Keynote

9:50 AM - 12:00 PM
Performance, Capacity, Mainframe, and
Emerging Tech Tracks

12:00 PM - 1:00 PM
TBD

2:00 PM
New Orleans Group Activity

imPACt 2017 Promises Can't Miss Content

Invited Speakers

CMG imPACt will feature presentations from these speakers and others on **Performance**, **Capacity Management**, **Mainframe** and **Emerging Technologies**

Andreas Grabner, Software Geek and Salsa Dancer

Andreas Grabner has been a developer, tester, architect, and product evangelist for the past 18 years for CRM, eGovernment, testing and monitoring vendors. In his current role he helps companies injecting metrics into the end-to-end delivery pipeline to make better decisions on feature and code changes and with that also closing the feedback loops between Ops, Biz and AppDev.
Andreas has been speaking at meetups, user groups, and international conferences to share experiences and stories around architecture, agile transformation, automated testing, CI/CD and DevOps. In his spare time you can find him on the salsa dance floors.

Daniel Menasce, PhD, University Professor of Computer Science

Dr. Daniel Menasce is a University Professor of Computer Science at George Mason University, where he was Senior Associate Dean of the School of Engineering from 2005 to 2012. He received a PhD in CS from UCLA in 1978. Menasce is a Fellow of the ACM, a Fellow of the IEEE, the recipient of the 2001 A.A. Michelson award from CMG, and a recipient of the 2017 Outstanding Faculty Award from the State Council of Higher Education of Virginia. He published over 250 papers and 5 books on various aspects of performance evaluation and autonomic computing.

Kim Eckert Senior Technical Staff Member (STSM) & Chief Architect, IBM Global Services

Innovative Chief Architect and IT leader with over 30 years of architectural experience. Exceptional ability to translate customer requirements into formal agreements, and plans culminating in customer approved results. Distinguished record of accomplishment for optimizing data centers, multi-platform servers, and networks to improve asset management, operational efficiencies and expense reduction. Proven leader with ability to select, build, and manage extremely energized and creative teams in order to accomplish the mission of the organization. Member of the IBM Academy of Technology and have 3 patents filed.

Jonah Kowall, VP, AppDynamics

Jonah Kowall trained in computer science and co-founded one of the first content filtering companies in the late 1990's. Jonah became a security expert committing code to both the FreeBSD project and helped build the first wireless cracking algorithms. Jonah received his CISSP and CISA along with several infrastructure-related certifications and awards.

Throughout 15 years as a practitioner and manager across both startups and large enterprise focusing on infrastructure and operations, security, and performance engineering. Spearheading both tactical and strategic operational initiatives, going deep into monitoring and tuning of infrastructure and applications.

Edward Hunter, Engineering Leader, Netflix

Ed Hunter leads the Performance and Operating Systems group for the streaming service at Netflix. His team is responsible for helping tune, configure and benchmarks the elements that comprise the Netflix streaming control panel. Prior to Netflix he was a director of software at Juniper Networks where his group provided OS and virtualization infrastructure support for Juniper products. Before Juniper he was at Sun Microsystems, where he was chief of staff to the CTO of Sun in addition to running advanced development efforts around new storage architectures and data center cooling.

Rebecca Clinard, Performance Engineering Solution Architect

Rebecca Clinard is a Seasoned Performance Engineer and founder of PerformanceWisdom, LLC. She has been active in the web application performance industry for 16+ years. Over the years, she has been using a variety of tools and approaches while honing/defining testing methodologies. Performance testing and tuning is her passion. All of her experience is hands-on, actually doing the work, overcoming the challenges and becoming successful in getting applications to scale to the target workload. She enjoys taking very technical information and evangelizing the technology into easier to understand words, sometimes using humorous real life analogies. She has published a variety of syndicated blogs, making a name for herself in the industry.

Kevin McLaughlin, Director, IT Capacity Management at Capital One

Kevin McLaughlin has 15 years of experience in financial services technology, primarily in roles related to capacity and performance management. Kevin spent eight years on the business side of banking, where he held various analytic roles including management of Capital One's statistical model governance process. He currently serves as the director of Capital One's technology capacity management team and still serves as a model risk officer for the bank's analytic models. Kevin has a BS in ag economics from Virginia Tech and an MBA with a concentration in MIS from George Mason University.

Michael Salsburg, Consultant

Michael Salsburg is an independent consultant, focused on IT performance measurement, analysis, modeling and optimization. Previously, Dr. Salsburg was a Unisys Distinguished Engineer and Chief Architect for Unisys Technology Products. He was for many years an international thought-leader in Cloud Computing and Agile Development processes.
Dr. Salsburg has been awarded four international patents in the area of infrastructure performance modeling algorithms and software. In addition, he has published over 70 papers and has lectured worldwide on the topics of Real-Time Infrastructure, Cloud Computing and Infrastructure Optimization. In 2010, CMG awarded Dr. Salsburg the A. A. Michelson Award – its highest award for lifetime achievement.

See More at
www.CMGimpact.org

Performance and Capacity Hackathon

About

The CMG Hackathon will bring together talented performance and capacity professionals, developers, engineers, data scientists, project managers and dev ops technologists to compete over 24 hours to develop creative solutions to tough problems related to focusing on performance.

The Hackathon is designed to spark innovation, attract and educate new talent and create new channels for collaboration between performance and capacity professionals.

Theme

Inspire developers to focus on performance, not just functionality, around topics including:
- Data visualization
- Performance testing
- Design for performance
- Blockchain performance
- IoT data management
- Capacity planning
- Security
- Data intelligence

Agenda

Pre-Event
Live and recorded virtual meetup to prep "hackers" for the main event!

Day 1 - November 4
- 12:00pm Doors Open & Lunch
- 1:00pm Opening Ceremony & Presentations
- 2:00pm Hacking Begins!
- 3:00pm Sponsor Breakout Sessions
- 6:00 pm Dinner
- 8:00 pm Pitch Workshop
- 12:00 am Midnight Snack
- 12:00- 8:00am Hack through the night

Day 2 - November 5
- 7:00 am Breakfast
- 12:00 pm Lunch
- 1:00 pm Submission Deadline
- 2:00 pm Demos Begin
- 3:30 pm Judge Deliberation
- 4:00 pm Awards
- 4:30 pm Event Close

Performance and Capacity Badge Program

About

CMG is pleased to present the Performance and Capacity badge program. Participants who pre-register for this training component will complete 8 or more hours of programming to receive achievement badges from CMG.

Participants should pre-register prior to the conference and indicate the achievement badge they wish to pursue. After dedicated "core" classes on Monday, November 6th, training participants will then participate in eligible sessions over the course of the conference.

At the end of the conference, participation will be evaluated and badges awarded.

Fees and Deadlines

Attendees who wish to obtain achievement badges should register for training online prior to the conference to reserve seats. Participation in the Monday morning "core classes" is mandatory.

How it Works

Sign up for training at www.cmgimpact.org.

Attend the Monday morning "Core" Classes

Participate in other eligible sessions throughout imPACt

Submit your paperwork for evaluation and be awarded a digital badge!

imPACt 2017 Partners

Committee

Steve Clark, General Chair – cmggc@cmg.org
Elisabeth Stahl, Program Chair – cmgpc@cmg.org
Michael Recant, Training Chair – cmg-t@cmg.org
Alex Podelko, Invited Speaker Chair – invited@cmg.org
Ankur Hajare, Mentor Chair – mentor@cmg.org
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