

HP Software University Association (HP-SUA) Workshop Announcement

Marrakech, Morocco

June 22 – 25, 2008

hosted by

Al Akhawayn University in Ifrane

2008 HP-SUA Workshop

Established in 1993, the HP Software University Association (HP-SUA) is a global network for academics in IT management and related disciplines, aimed at sharing experiences in research, teaching and designing, deploying and operating IT environments.

HP Laboratories are closely involved in the association, providing the universities with a direct link to the industry, and providing HP Software product teams with a fruitful interaction with the academic world. The association brings benefits to all parties involved. HP Labs are in the privileged position to share ideas with the leading academic institutions, and HP Software product divisions get useful feedback on the use of HP technologies, products, and solutions in complex and innovative research environments. Funding for HP-SUA is provided by HP through its Research and Development and University Relationship organizations.

HP-SUA holds annually a plenary workshop to share experiences and ideas among academic members of the association and HP, made possible by HP's ongoing sponsorship. The 2008 HP-SUA workshop will be the 15th of the University Association workshop series, and will be held at **Marrakech, Morocco June 22nd to 25th 2008**.

For the 2008 workshop HP is actively approaching leading universities and research institutes and inviting them to actively participate. Besides our traditional focus on business technology management, for the first time this year our topics will include *Quality Assurance* and *Business Intelligence*. The scope of the workshop will be centered on the full solution IT Service Lifecycle – design, test, deploy, operate, maintain, source and retire software solutions. The key themes will center around managing the business of IT, data center automation, risk and quality assurance and business intelligence. With this comprehensive focus, we will reach new people in your organization as well as new organizations. Please feel free to forward this Call for Papers to colleagues, who might be interested in the new focus areas.

Additional details on the topics of research that will form the focus of our discussions at the 2008 Workshop is outlined in the **Call for Papers** below. In response to the call please submit abstracts of your proposed papers following the guidelines of the Web submission form. Your proposals will be reviewed by the Program Committee. The authors of accepted papers or posters will be invited to participate in the workshop.

As in previous years, the workshop will be fully funded by HP. Based on the HP sponsorship, HP-SUA will cover accommodation and travel costs for participants with submissions accepted. This will cover accommodation cost for 3 nights and for participants from Europe, North America and North Africa travel cost refunding after the event according to our expense refund policy. Participants from other geographies will have to find an agreement with their local HP organizations about their individual travel cost refunding. For travel of the academic participants, we will work with an agency to propose cost effective travel. Participants still will be able to arrange their travel individually but reimbursement will be limited to the cost of the proposal delivered by our agency.

Call For Papers

On behalf of the HP Software Business, HP Laboratories, and HP University Relations, we are pleased to invite all HP-SUA members to actively participate to the 2008 HP SUA workshop.

This year's workshop covers four major technology areas and the interactions between them:

- Managing the Business of IT
- Automated Operations
- Risk and Quality Assurance
- Business Intelligence

Managing the Business of IT

IT organizations are increasingly expected to focus on the impact of IT on business processes and business-level objectives and vice versa. Besides the conventional IT metrics such as availability and response time, they need to look at other key performance indicators that have significance from the point of view of the business supported by the IT. Managing the business of IT encompasses techniques for decision making that involve thinking about IT in terms of objectives that are at business level, for organizations that may not traditionally be classified as "businesses".

Automated Operations

IT organizations seek to transform IT, in order to achieve cost-efficiency, quality compliance, disaster recovery and increased availability in the most complex environments. Technologies for IT Service Management, Business Service Management and Business Service Automation, include – but are not limited to – visualization of the IT environment including all servers, software, network devices, storage and their configurations and interdependencies; orchestration of operations, automating ,triage, troubleshooting and repair; and in general techniques for automation applied to network, server, software and storage.

Risk and Quality Assurance

Quality assurance in software deals with automating key quality-management processes (e.g., defect management, testing management, application readiness analysis, QA project management, etc.) to achieve significant improvements in time and accuracy of test planning, staging, and execution. The time to assess application status and readiness for release, overall application quality and security must be also considered. Risk is a very important factor that needs to be taken into account in quality assurance.

Business Intelligence

Business Intelligence systems provide historical, current, and predictive views of business operations, most often using data that has been gathered into a data warehouse or a data mart and occasionally working from operational data. Software elements support reporting, interactive "slice-and-dice" pivot-table analyses, visualization, and statistical data mining. Applications tackle sales, production, financial, and many other sources of business data for purposes that include, notably, business performance management.

We invite contributions on the following topics.

2008 Workshop Topics:

1 Managing the business of IT

1.1 IT Governance

- Aligning business and IT and enabling collaborative solutions, services and innovation
- IT compliance with regulatory and business requirements (SOX, Basel II, HIPAA, etc.)
- Project and Portfolio Management, including Service Portfolio Management
- IT Asset Management

1.2 IT Service Management

- Service Desk
- Incident Management
- Problem Management
- Configuration Management
- Change Management
- Release Management
- Service Level Management
- Capacity Management
- Availability Management

1.3 Business-Driven IT management

- Business-driven optimization of IT Service Management processes
- IT actions to enhance/optimize business performance
- IT Portfolio Management
- IT Financial Management

2 Data Center Automation

2.1 Business Service Management

- Business insight from operational data
- Reporting and analytics for operational decision support
- Capacity planning and management for performance
- Business process monitoring
- Diagnostic techniques (hotspots, on-demand monitors, etc)
- Application management
- Knowledge management for IT problem resolution

2.2 Consolidated Operations

- New software delivery models (SaaS, virtualization, virtual appliances)
- Guided and automated problem triage
- Topology-based event consolidation
- Management of and participation in virtualized environments
- Adaptive monitoring and thresh-holding through self-learning
- Application-aware network management
- Network security control and compliance

2.3 Business Service Automation

- Smart monitoring
- Flexible and extensible data collection and visualization
- Smart problem diagnosis
- Auto-correction of problems
- Fix/workaround/patch provisioning (Data Center Automation)
- Goal-based automation across the IT service lifecycles
- Orchestration and choreography of IT services
- Automated discovery techniques for managing desired state
- CMDB modeling and federation

3 Risk and Quality Assurance

3.1 Quality Management

- Application capture and simulation
- Instrumentation techniques for profiling and debugging
- Testing of Service-Oriented Architectures and Web services
- Maintenance of software testing assets
- Problem analysis and diagnostics
- Test methodologies and best practices
- Application lifecycle and integration with IT operations
- Compatibility and interoperability testing
- Load and stress testing innovations
- Monitoring of complex business processes
- Detection of change an impact and analysis in order to determine regression testing
- SOA Governance: service development, composition, and deployment

3.2 Application Security Testing

- Security test management
- Security defect management
- Quality Validation and integration testing
- Defect scanning
- Detection of application vulnerabilities
- Security audit facilities
- Conformance reporting

3.3 Risk Management

- Models for risk assessment in IT
- Disaster recovery
- IT Continuity and business continuity
- Techniques for risk avoidance, mitigation, retention and transfer in IT management
- Internet Security
- Security testing, including vulnerability assessment techniques

4. Business Intelligence

4.1 Next Generation Business Intelligence Platforms

- Near Real-time operational datawarehouse
- Master Data Management
- Actionable Analytics
- Platform that can achieve BI for the Masses

4.2 Evolution from Data Warehouse to Information Management

- Integrated structured, semi-structured, and non-structured data for querying
- Analytics techniques over multiple data sources types

4.3 Optimizer technology and costing models over large BI Configurations

- New costing models that require minimal or no calibration
- Mapping query plans over MPP platform
- Adaptive and Robust Query Optimization Techniques
- Statistics Update models for Query Optimizers

4.4 Workload Management for Large BI platforms

- Monitoring techniques to detect and handle runaway queries
- Scheduling and enforcing Service level guarantees
- Managing Mixed Workload (small and very large and complex queries)

Submissions

We invite submissions of **extended abstracts (preferable 3 but up to 5 pages)** on the above topics. The suggested outline for abstracts is:

- problem statement
- solution
- evidence the solution works
- competitive approaches incl. comparison with selected approach
- current status & next steps

Please indicate the main topic and up to two secondary topics for your abstract (e.g. main topic 2.1., side topics 3.1. and 2.3.)

Upload your abstract at the HP SUA site <http://www.hp.com/go/hpsua>. (The upload facility will be available starting from January 24, 2008)

Please understand that submission of abstracts longer than the specified page limit and full papers will cost additional efforts for the Program Committee.

Important dates

Extended abstract submission deadline: ~~February 15, 2008~~ **Now extended to February 22, 2008**

Author notification: **March 14 2008**

Camera ready: **May 16, 2008**

We are looking forward to your submissions and participation to the workshop.
Thank you very much and best regards

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Abdel Boulmakoul, HP Labs
Ahmed Ezzat, HP Software
Julie Grady, HP University Relations
Chris Peltz, HP Software
Jack Walicki, HP Software
Thomas Nebe, Infonomics-Consulting

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* additional members of the Program Committee may be announced later on the HP-SUA Web <http://www.hp.com/go/hpsua>