Executive Computing
Selected System Software

Planning for Growth
Load Testing for The Masses

How fast are your web-based applications growing? In many industries more transactions now happen on the web than off it. Last week, two Australian airlines sold over 300,000 tickets on-line, in major competing discount promotions. Could your business cope?

Australian organisations are now faced with substantial and sometimes unexpected growth in the use of their Internet systems, and many are planning significant deployments of new applications this year.

The growth of these applications presents challenges:

- How can you make the right decisions when planning for this growth?
- How can you accommodate unplanned usage unexpected growth?
- How can you stay that one step ahead? And,
- Most importantly, how can you do this within your existing budget?

This short morning presentation features three specialist speakers on this important subject. The growth of web-based applications is one of the most important issues facing IT today. Are you ready?

Speakers

Andrew Hayes, Avoga

Andrew Hayes is the J2EE Director of Avoga, a specialist J2EE and .Net solution centre. Andrew has been responsible for setting and auditing the technical and development architectures for a number of key government and commercial sites and has presented papers on this work at international conferences.

He will talk about these projects and present strategies, tips and information to help build sustainable Internet application architectures that can accommodate unexpected growth or unplanned usage.

Graeme Philipson

Over twenty years Graeme has become one of Australia's best known and most respected technology market researchers, speakers and journalists. He writes a weekly technology opinion column for The Sydney Morning Herald and Melbourne Age, and is editor of the Australian Guide to eBusiness.

Graeme will examine current Australian market trends, growth patterns and dynamics to help organisations understand and plan future growth of their web applications.

John Yarrington, Executive Computing

Load testing provides the realism to accurately plan and find bottlenecks before they impact customers, but many CIOs recoil in horror when presented with a quote for software and services. Not only are costs disproportionate with most budgets but the time needed can delay implementation, and delay is often not negotiable.

John will present a new, powerful, easy to use and cost-effective web application load testing solution built for today's needs.

Date – Monday 29th March 2004
Time – 8.30 for 9.00 start
Duration - 1 hour 30 Minutes
Venue – Dixson Room State Library of New South Wales, Macquarie Street (*Entrance via Mitchell Wing*).

Please RSVP by return email to Rebecca Eardley at reardley@executivecomputing.com.au