

E-Biz Empire Strikes Back: Part II

Best Practices for High Volume Web Sites

Linda Legregni

Program Director, High Volume Web Sites Project, IBM

IBM's High Volume Web Sites team works closely with customers who have the world's largest web sites. They analyze their customers' sites and define practices that result in high-performing, scalable sites, reduce consumption of IT resources, simplify IT operations, and, ultimately, yield repeat customers and improvements to the bottom line. In her presentation, Legregni will focus on: 1) Identifying a site's workload pattern. IBM is developing models that will enable customers to simulate their traffic patterns and determine the infrastructure needed to satisfy their performance objectives. 2) Understanding the scalability of a site's infrastructure components and applying scaling techniques. This information can improve a site's availability, performance, and ability to respond to significant workload shifts. 3) Designing web pages for performance. Easy practices can reduce download times.

Legregni will share a glimpse of web sites that IBM has been involved with, and talk about methodologies and tools to enable customers to implement design, scaling, and analysis techniques to improve their site's availability, capacity, and performance.

About the Speaker

Linda Legregni is the program director of IBM's High Volume Web Sites Project Office. The projects involve participants from across IBM and range from architecture reviews, to prototyping, to beta studies for new IBM technologies associated with web performance measurement and prediction. The HVWS Project Office has captured best practices from these projects and published them in white papers on topics such as scalability, planning for growth, designing web pages for performance, and personalization. Legregni has previously managed IBM software product development teams, and holds MS and BS degrees in Computer Science from Union College in Schenectady, New York.

Presented Wednesday, December 12, 2001, by the Silicon Valley WebGuild

Silicon Valley Chapter of the Association of Internet Professionals

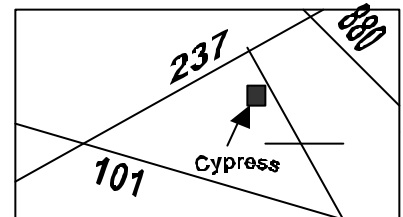
Location: Cypress Semiconductor
3939 N. First St. (north side of Building 3)
San Jose, CA 95134
Located between Hwy. 237 and Tasman Drive

Schedule:

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| 6:00 pm | Registration, networking, table top vendors, and job announcements. |
| 6:50 pm | General announcements (have jobs, want jobs, etc.) |
| 7:00 pm | Main speaker |
| 8:20 pm | Door prizes (must be present to win) |
| 8:30 pm | Special interest groups |

Price: FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome. RSVPs are not required. Invite your friends and colleagues!

Future Meetings: For Silicon Valley WebGuild meeting updates and news of coming events, use the registration feature on our home page.



FOR MORE INFO:
<http://www.webguild.org>