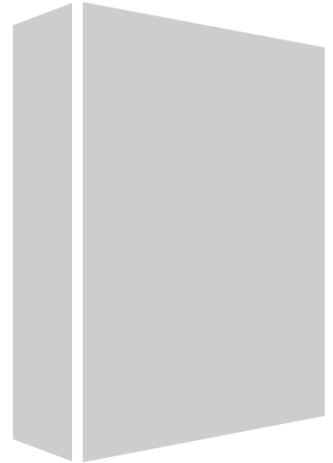


# Customer Innovation Process

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# Customer Engagement



## Customer Innovation Panel:

- New model for customers and product mgt to engage on a monthly basis.
- Customers pitch ideas to each other and gain collective consensus and priority



## Customer Release Previews

- Product Mgt covers all functionality delivered in the quarterly release.
- Scheduled in the last half of the release cycle.
- Forum for customers to keep up-to-date on the value delivered each quarter



## Customer Validation Sprints

- Customers validate the value of new features at the end each release in one week sprints
- Participating customers commit to upgrade to the validated release immediately
- Customers in the validation sprint have priority to participate in the **Customer Upgrade Program**.



## Design & UX Modeling Participation

- Candidates from the **Customer Innovation Panel** - design & UX modeling sessions

# CA PPM Customer Innovation Panel

- New process introduced to address suggestions regarding the handling of ideas on the Communities Idea site.
- There is a new idea site at <https://cappm.brightidea.com>.
- Access to this new idea site is only available to [official voting representatives](#).
- Each customer organization is limited to [one](#) voting representative [per CA PPM production instance](#).
- A one-hour review call is held each month (on the [3rd Tuesday at 11:00a ET](#)) to provide product management updates, give an opportunity to pitch new ideas, and highlight ideas that were previously selected.
- Representatives are welcome to submit new ideas.
  - To make them available for voting, however, they (or a proxy) must pitch them on the monthly call.
- To nominate your organization's representative, please provide their name and e-mail address to [cappm@ca.com](mailto:cappm@ca.com) with the subject "CA PPM Customer Innovation Panel"

# CA PPM Customer Release Previews

- CA invests a considerable amount in organic development to improve CA PPM.
- Previews provide a way to keep up-to-date on the value being delivered as part of your CA PPM investment.
- Delivered quarterly in keeping with our quarterly development cadence.
- 60-90 minute demonstration of new features & enhancements held prior to public release.
- Held at 11:00a ET to accommodate the widest possible audience (EMEA, NA (East & West), LATAM)
  - Recordings are made available for customers in APJ
- Format allows customers to ask questions and either get answers verbally or via chat.
- Access restricted to customers that have signed CA's NDA for participation in pre-release activities.
- To get on the distribution list for release preview invitations, go to <http://validate.ca.com/key/LuncefordMorton>.

# CA PPM Customer Validation Sprints

- Virtual customer validation teams.
- Certain features will be made available for non-production use to selected customers for the purpose of validating the value that the feature can deliver.
- Conducted in one week “sprints” immediately following GA.
- Organizations must meet the following criteria:
  - Must have a participant available for 8-10 hours during a one week “sprint”
  - Must be committed to upgrading to the new version in Production within 90 days after the GA date
- Preference is given to customers that are currently on the GA release.
- Customers participating in the validation sprints are also given priority in the customer upgrade program.
- To be considered for participation, please send your name, organization, and contact information (phone & e-mail) to [cappm@ca.com](mailto:cappm@ca.com) with the subject “CA PPM Customer Validation”.



# Questions