

CA User Communities

Abdel Laabi

Manager User Communities - EMEA



Content

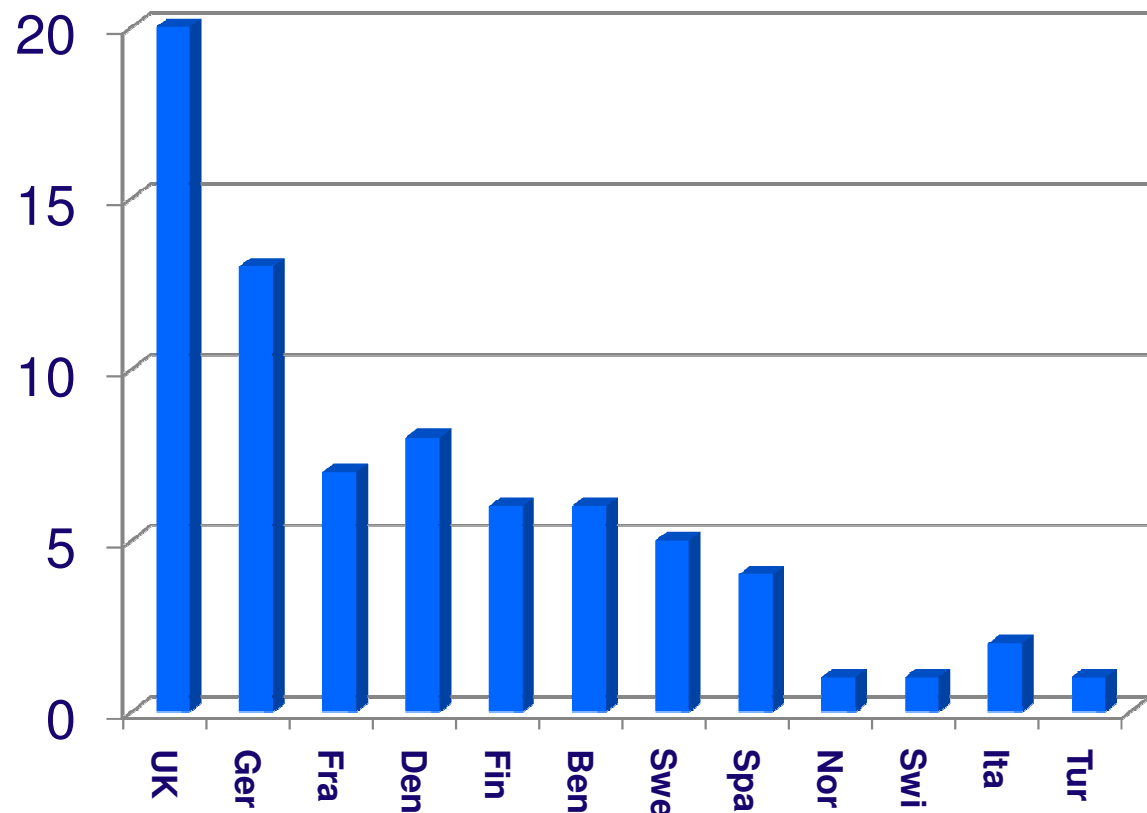
- Landscape & Growth Plan
- Structure & Benefits of membership
- How to Join a CA Technologies User Community
- Services provided by CA Technologies
- CA Online Experience – Community Portal Demo



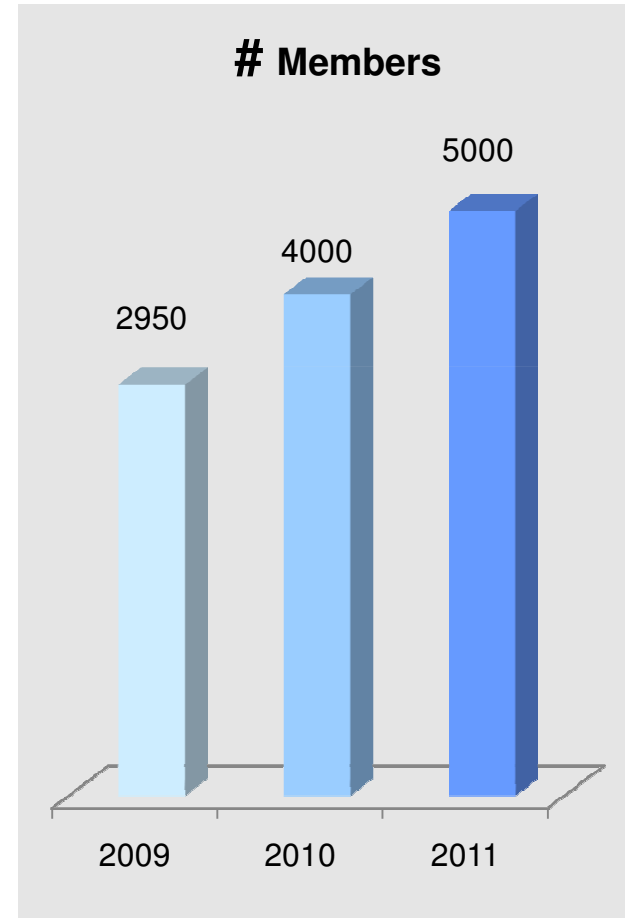
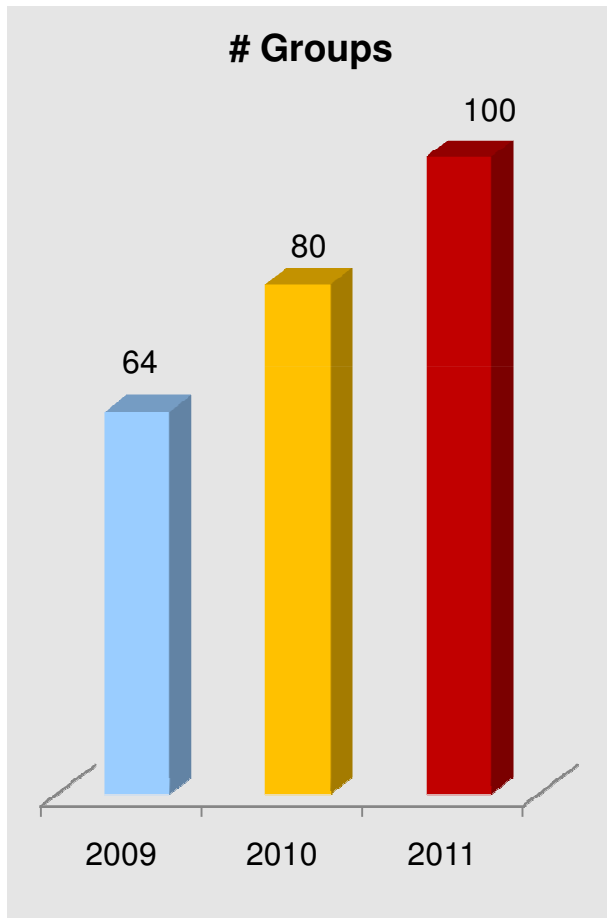
CA User Communities - Landscape in EMEA

User Communities – per country

Country	# Groups
UK	20
Germany	13
France	7
Denmark	8
Finland	6
Benelux	6
Sweden	5
Spain	4
Norway	1
Switzerland	1
Italy	2
Turkey	1
Total	74



CA User Communities - Growth Plan in EMEA



CA Endevor User Groups – Growth Plan in EMEA

Country	Status	Target FY Quarter
Germany	Running	
UK & Eire	Running	
France	Running	
Sweeden	Running	
Benelux	Running	
Italy	Targeted Join CA	Q4
Spain & Por	Targeted Join CA	Q4
Norway	Targeted Join CA	Q4
Israel	Targeted Join CA	Q4

CA User Communities - Structure

CA user communities are two-tiered

➤ Regional user communities

- Group of customers in a country (or region) focused on a CA Product
- Face to Face meetings to share knowledge with each other
- CA Speaker and/or Users
- Driven by a board of users

➤ Global user community

- Virtual CA user community focused on a set of CA Technologies.
- Membership open to all CA customers Worldwide
- Interact virtually via conference calls, webcasts, on line forums
- CA Speaker and/or Users
- Driven by a board of users

CA User Communities - Structure

CA Endeavor Global User Community



Benefits

-
- A large light green rounded rectangle contains a list of benefits. A double-headed green arrow points from the 'CA Endeavor Global User Community' box to this 'Benefits' box.
- . Quarterly webcasts
 - . CA Development experts
 - . CA Product Management
 - . Prioritize and vote on product enhancement requests
 - . Network with users through Online Forums

How to Join a CA User Community

1. Visit the website :

<http://www.ca.com/communities>

2. Sign In (your email / password)

3. Select the group of interest

4. Click on 'Join this community'

User Group web site – New Community Portal

Events - Welcome - CA Technical Communities - Microsoft Internet Explorer provided by CA

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites RSS Feeds GCS SAP

Address <https://communities.ca.com/web/deutsche-endavor-user-group/welcome> Go

bing News Entertainment Video Sports Money Autos 61°F

login register My CA search

ca technologies

products communities & insights services, education & support partners contact

Deutsche Endavor User Group


Join Community


My CA User Directory CA On Demand All Communities Welcome Blogs Message Board Document Library

MEMBERS

This community has 43 members.
Members whose names appear in gray have not logged in

Next ▶

 **Abdel_Laabi**
5/2/10
EMEA Community Manager @ CA Technologies
5 Positive Ratings
Rank : New Member


 **andreas.grawitter** 5/2/10
0 Positive Ratings
Rank : New Member

WELCOME

For more information please contact Norbert Fluegel at fluegel@cityweb.de or visit our external web site at <http://www.denk-online.de/>.

CALENDAR

Summary Day Week Month Year Events

Date	Time	Title	Type	
10/26/10	10:00 AM – 4:30 PM	CA Endavor user group meeting	Meetup event	 Export

Showing 1 result.

How to Join CA Endevor Global User Community

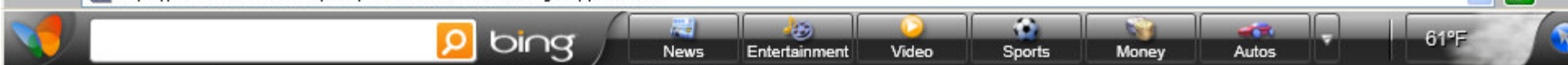
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Address https://communities.ca.com/web/deutsche-endavor-user-group/welcome

Go



BridgeStone
5/2/10
Software Architect
0 Positive Ratings
Rank : New Member

[View All](#)

OFFICERS

Committee Members

Norbert Fluegel - President

RELATED COMMUNITIES

CA Endevor Global User Community

A community for CA Endevor Software Change Manager (Mainframe)

[Leave Community](#)

ACTIVITIES

Today



Abdel_Laabi added a new calendar event, [CA Endevor user group meeting](#).
10:17 AM

August 25



Abdel_Laabi wrote a new message board post, [Go Live with CA Technologies](#).
4:25 PM [Go to Category](#)

Benefits of Membership - Survey

- 61% of user group members created long lasting relationships with fellow members which helped them on a regular basis
- 76% of members felt being a member of a user group increased optimization of the products they use
- 44% of members saved significant amount of work time per year based on knowledge learned in meetings
- Source: Celine Schulz, University of Munich, CA User Group Survey (conducted as part of a Doctoral Thesis)

CA User Communities - Benefits of Membership

- A place for Peer to peer networking & Mutual support between users
- Exchange Knowledge and share best practices, tips & tricks with peers
- Regular webcasts featuring topics of interest to the user community
- Ability to influence product direction
 - Prioritize & vote on selected product enhancements requests
 - Voicing issues, concerns and suggestions regarding product direction
- Closer Relationship with CA technologies
- **Independent and Driven by a board of users**

CA technologies's role is to facilitate peer-to-peer conversations between customers and collaboration with CA technologies, through social networking technology and in-person meetings.

Services provided by CA Technologies

- **Meeting room** in CA offices, beverage, note pads, pens ...
- **CA speakers** Product Management, Support, Services...
- **Web site** on the new Community portal, where:
 - **User group Members can**
 - . post to the message boards (Forums) & comment on the Community blog
 - . post and share documents with other members (Document Library)
 - **User Community board can**
 - . Post meeting schedules (Event calendar)
 - . Email members , Request event facilities
- **Assistance** : CA Team dedicated to the user group
- **CA World** : discount on registration fee

CA Technologies Contacts

- **Abdel Laabi** – CA User Communities Manager – EMEA -
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- **Gabriele Konrads** - Senior Consultant Technical Sales
Gabriele.Konrads@ca.com - Tel: +49 61 51 9490
- **Christiane Ploesser** – Manager Field Marketing
Christiane.Ploesser@ca.com - Tel: +49 61 41 9490
- **CA User Community Program** : customerprograms@ca.com

To Learn More, Please Visit

<http://www.ca.com/communities>

CA Online Experience

Community Portal demo



Major enhancements in the New Environment (ca.com)

- Single Sign On
- Personal page (My CA) & professional social networking
- Message boards (forums) at Regional User Group level
- Localization – Multi Languages support
- Events Calendar
- Emailer

Demo

Future Enhancements

- Chat with colleagues
Add status (online, offline, Free, busy ...)
- Enhanced Activities Portlet on My CA page: New Tab (CA)
notifications from support, when your case is updated, ...etc
- CA icon for CA employees –
to distinguish between them and other users
- Community membership list export

To Learn more

- **My CA**

Watch the short videos available in Training & Insight portlet

- **ca.com/communities**

Watch the video “Virtual tour of User Communities”

- **ca-online Feedback Community site**

<https://communities.ca.com/web/ca-online-feedback-community/welcome>

- Watch the webcast "demo of the new community portal"
- Join the community & participate to the online forum to provide feedback, make suggestions, ask questions, report issues, ...

Thank you

Questions?