



EDGE Update

Larry Schmidt, Chairman - EDGE

Session # 8

October 11, 2009 - 16:40



Who are our Members?

EDGE is a community of Information Technology professionals who leverage Computer Associates' CA Gen Model Driven Development Environment for the development and delivery of IT applications.



EDGE Vision

To be the “Cornerstone” User Group entity for the World-Wide CA Gen community

EDGE Mission

To maximize the technology investment of our member organizations and increase the effectiveness of their application development resources



EDGE Values

- We value our community of Members as they are the primary reason we exist as an entity
- We value our relationship with Computer Associates as our primary technology partner
- We value our relationship with technology partners who provide companion products/services to the CA Gen User community
- We value bi-directional advocacy channels as a means to educate and support our industry and as a means to gather future requirements
- We value the world class technical expertise of our participants
- We value volunteerism, providing opportunities for members to participate in EDGE activities
- We value running the organization like a business, being a viable and sustainable entity
- We value candor and objectivity. The information we exchange is more valuable when it is shared in an open, constructive and objective forum



EDGE Leadership

| | |
|-----------------|---|
| Larry Schmidt | - Board Chairman, Treasurer |
| Sandra Barr | - Director of Membership and Communications |
| Judi Michaels | - Director of US Events |
| Eric ten Harkel | - Director of EMEA Events |
| Ryan Johnson | - Director of APAC Events |
| David Doyle | - Director of Web Services |
| Rob Jasper | - Director of Advocacy |
| Andrew Shapton | - Director of Virtual Services |
| | |
| Jean Rissmiller | - CA Liaison for CA Gen |
| Chris Short | - CA User Group Programs |

EDGE Leadership is all volunteer based.
Accounting is completed by SmithBucklin.



Introduction

We need your input!

Membership Value

We must renew our value proposition to the community so that the constituents desire to become members

Growth

We must grow our Membership so that we remain "cornerstone" for sharing CA Gen related expertise.

Financial Stability

We must maintain a financial model that allows us to execute the Growth and Membership Value Strategic initiatives so we are able to stay fiscally fit.



Membership Value Goals

- Enhance *EDGE*'s Website to continue on the mission of making it the "Window to the World" for CA Gen information
- Create and deliver "content rich" events that educate and expand participants' personal network
- Facilitate an advocacy role to CA for the community
- Provide technical content, advocacy and online information sharing via a virtual community and web based knowledge repository
- Deliver consistent and valuable communications to the membership and GEN community, including a quarterly newsletter or other communications
- Develop and implement a "Supporters of *EDGE*" sponsorship program, which includes enhanced value to the Technology Partners



EDGE EMEA 2009
October 11-13, 2009
Amsterdam

Membership Activities - Website

Continue developing the CA Gen "Window to the world":

- Expanding the Website's presence to include the APAC region and other Local User Groups information
- Determining how to provide acknowledgement of Technology Partners within the community
- Discussion Forum
- Help Line mailing list
- Instant Polls, Wiki
- Online presentations/whitepapers
- eRoom Collaboration
- Best Practices Repository
- Rehosting the Website and leveraging new site software

EDGE EMEA 2009
October 11-13, 2009
Amsterdam

Membership Activities - Events

Conferences

- User organized
- Content rich presentations and educational offerings by users, CA and Technology Partners
- 2009 other dates:



EDGE at CA World (May '10)

- Content rich presentations
- Community gathering
- Developers round-tables



Membership Activities - Other

- Work to promote and expand CA's Support Connect program, via development of a complementary influence/advocacy program which focuses specifically on the voice of the Gen user community
- Implementation of the EDGE DAR tool
- EDGE in Second-Life, Tweepers, Linked-in
- Establish special interest groups (action teams) which spearhead a specific aspect of enhancement to the product (i.e, Component Based Development, User Interface, etc)
- Coordinate community participation in BETAS
- Establish new value propositions for Corporate, Associate and Individual memberships





Value Proposition

Sales

- *EDGE* is a large international user group which gives credibility to the product

Marketing

- *EDGE* members participate in reference calls

Aftermarket Service

- *EDGE* supports and promotes innovative ways to use CA Gen
- *EDGE* events allow members to gain access to the development and leadership staff

Build Customer Loyalty

- *EDGE* works as an advocate for enhancements



Growth Goals

Increase User Membership by 25% in 2010

Identify two new complementary technology vendors to add to the community

Increase CA's Gen Staff participation in *EDGE*



Growth Activities

Expand volunteer participation

- LUGs and Special Interest Groups
- Conference participation, Second-life presentations
- Website development
- Educational event participation
- Elections to the Board

Use web site, discussion forum, virtual presences to recruit membership

Build relationship with LUGs

- increase LUG membership and presence in *EDGE*
- increase LUG representatives at the *EDGE* events and vice versa



Financial Stability - Goals

- Produce successful conferences
- Implement "Supporters of EDGE" program
- Target CA Gen customers that are currently not involved in EDGE
- Develop and execute our three-year plan which maintains and grows the organization's financial health



EDGE Summary

Thank You!

