

CA User Communities

Abdel Laabi

Manager User Communities - EMEA



Content

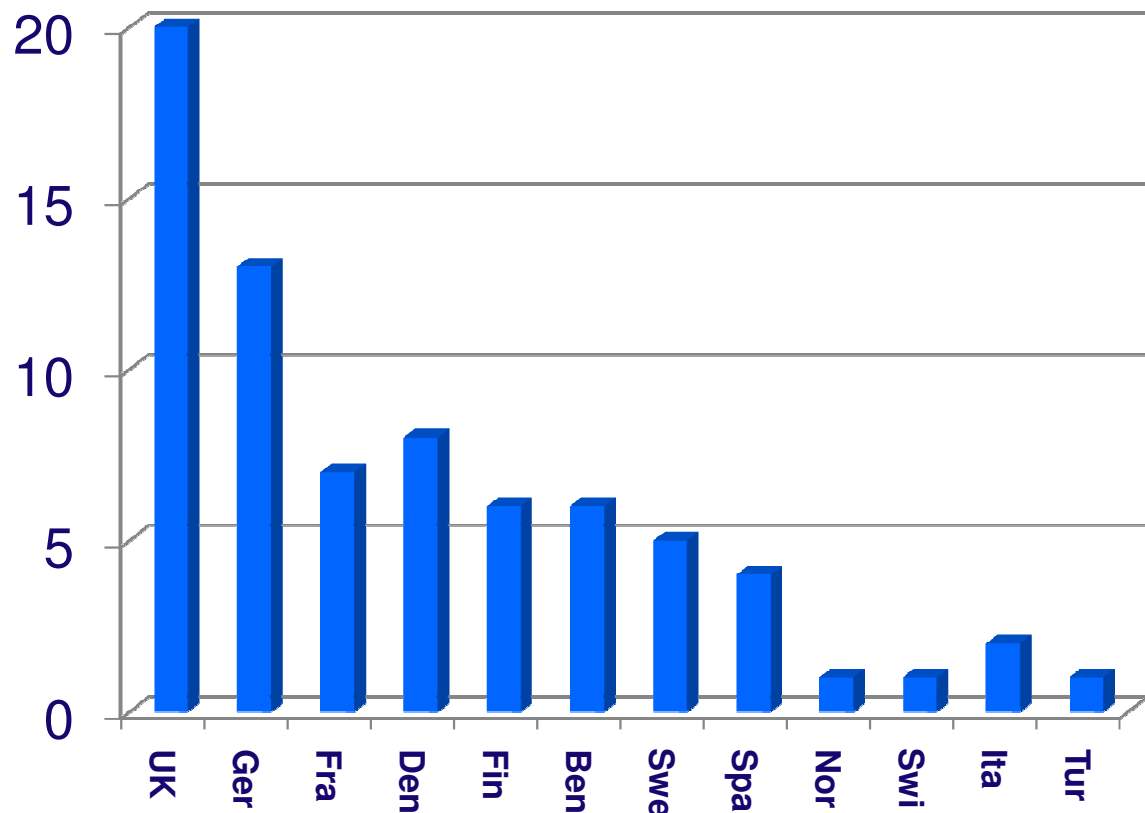
- Landscape & Growth Plan
- Structure & Benefits of membership
- How to Join a CA Technologies User Community
- Services provided by CA Technologies
- Role of the board officer
- CA Online Experience – Community Portal Demo



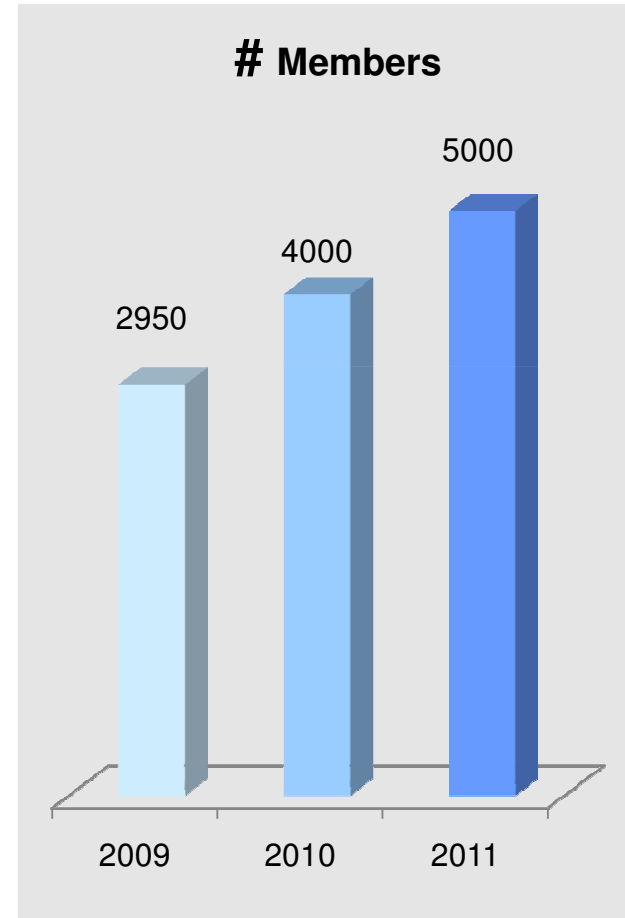
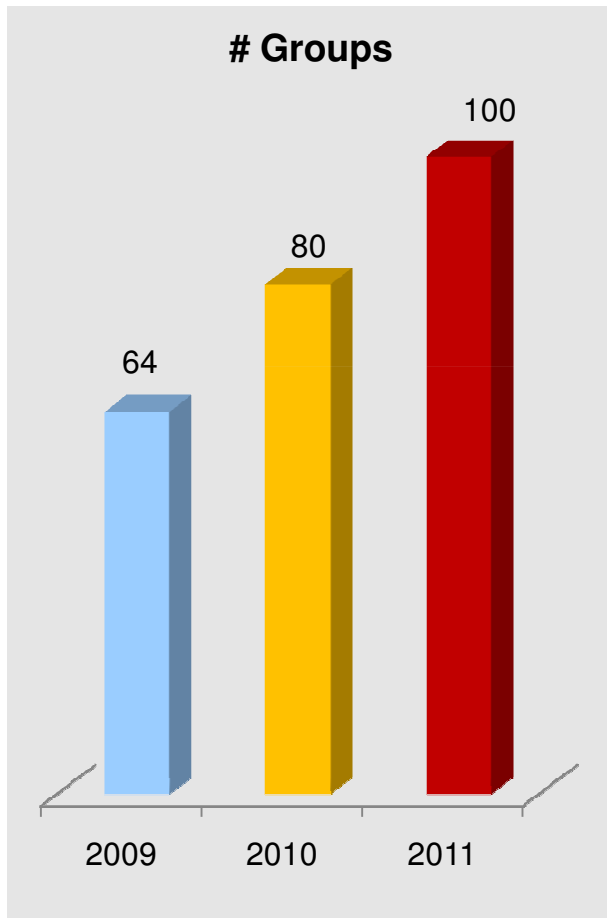
CA User Communities - Landscape in EMEA

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 Oblicore User Groups – Growth Plan in EMEA

Region	Target FY Quarter
German Speaking : Germany + Austria + Switzerland	Q3
French Speaking : France + belgium + Switzerland	Q3
English Speaking : UK + Ireland + Holland + Nordic	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 Oblicore Global User Community



Benefits

-
- A large light green rounded rectangle contains a list of benefits. A double-headed green arrow connects this rectangle to the regional user groups on the left.
- . 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 Search Favorites

Address <https://communities.ca.com/web/german-ca-oblicore-user-group/welcome>

bing News Entertainment Video Sports Money Autos 72°F

[login](#) [register](#) My CA

products communities & insights services, education & support partners contact


German CA Oblicore User Group

[Join Community](#)


My CA User Directory CA On Demand All Communities Welcome [Blog](#) [Message Board](#) Document Library

MEMBERS

This community has 9 members.
Members whose names appear in gray have not logged in



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



Besim_Dzemaili
8/3/10
Professional Services
0 Positive Ratings
Rank : New Member

WELCOME

CA Oblicore User Group in Germany, Switzerland & Austria

Herzlich willkommen auf der Seite der German CA Oblicore User Group!

Diese User Group wird in 2010 gegründet, um CA Oblicore-Anwendern in Deutschland, Österreich und der Schweiz die Möglichkeit zum Austausch und Networking zu bieten. Damit haben Sie Gelegenheit, zahlreiche attraktive Vorteile für sich zu nutzen:

- Peer-to-Peer-Networking, Support & Schulungen
- Wissensaustausch (Best Practices, Tipps & Tricks)
- Zugriff auf CA Oblicore-Experten
- Technische Produktinformationen
- Mitbestimmung bei Produkterweiterungen
- Zusammenarbeit durch Online-Foren
- Webcasts zu Themen, die für die User Community von besonderem Interesse sind ... und vieles mehr

Wir laden Sie herzlich ein, in dieser User Community dabei zu sein. Die Mitgliedschaft ist kostenlos. Um sich anzumelden und Mitglied zu werden, genügen diese Schritte:

How to Join CA Oblicore Global User Community

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

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Feeds Print Mail CA CM ? GCS SAP

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

bing News Entertainment Video Sports Money Autos 72°F

OFFICERS

Committee Members

Abdel Laabi - Acting President

RELATED COMMUNITIES

[CA Oblicore Global User Community](#)
[Leave Community](#)

CALENDAR

Summary Day Week Month Year [Events](#)

Date	Time	Title	Type	
10/26/10	8:30 AM – 5:30 PM	CA Oblicore User Group Meeting - 2010 October 26	Meetup event	Export

Showing 1 result.
[Subscribe](#)

PRODUCT INFORMATION

Products Related to this Community

ACTIVITIES

- Maximize the benefits of your product implementation with best practice guidance shared by peers with similar business requirements
- Improve the effectiveness of your staff and CA Technologies solution by participating in product presentations and training that provide strategic and tactical product information
- Provide feedback on new product releases to voice your business requirements

Be a part of the discussion! Join the Group!

A face-to-face meeting is planned in October to launch the new user group. Further information, date and agenda will be sent by email closer to the time, to the members registered in the user group.

If you are interested in finding out more information regarding the German CA Oblicore User Community, please contact Romano.Tesone@ca.com or Abderrazzak.Laabi@ca.com

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

Role of the board officer

- **Act as the voice of the group** - liaison between members and CA technologies
- **Represent the User Group in CA World CARE conference** in Las Vegas, Presidents are invited by CA Technologies
- **Schedule User Group meetings**
 - Prepare Agenda with topics of interest to the community in collaboration with CA technical contact
 - Submit meeting request to CA technologies (facilities, speakers, ...)
 - Send the invitation to the members
 - Update UG website (event calendar, post minutes & documents ...)

Membership & Meetings Requirements

Membership :

- 25 members from at least 10 companies
- Membership is open to all employees of a company that holds at least one license of CA Technologies software solution represented by the user group

Meetings:

- 2-4 meetings per year
- At least 50% participants per meeting

CA Technologies Contacts

- **Abdel Laabi** – CA User Communities Manager – EMEA -
Abderrazzak.Laabi@ca.com - Tel: +33 1 49 02 54 35
- **Romano Tesone** - Principal Consultant Technical Sales
Romano.Tesone@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

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?