CA User Communities

Abdel Laabi

Manager User Communities - EMEA

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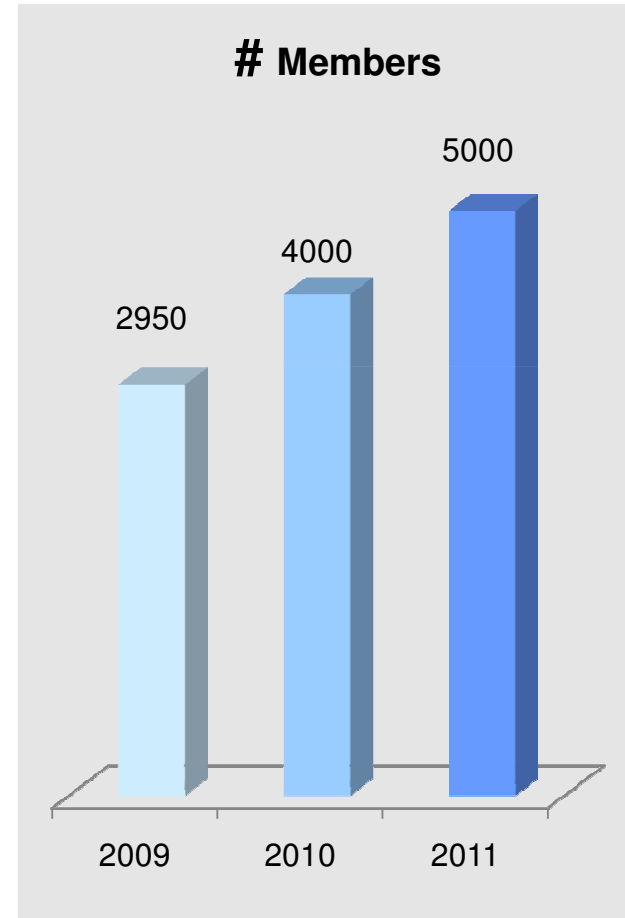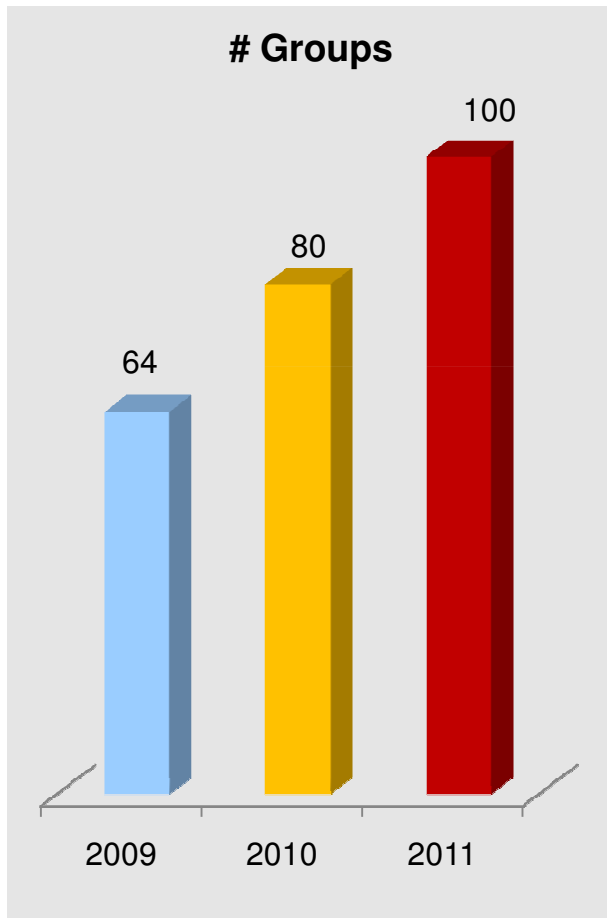- CA Online Experience – Community Portal Demo

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 technologies
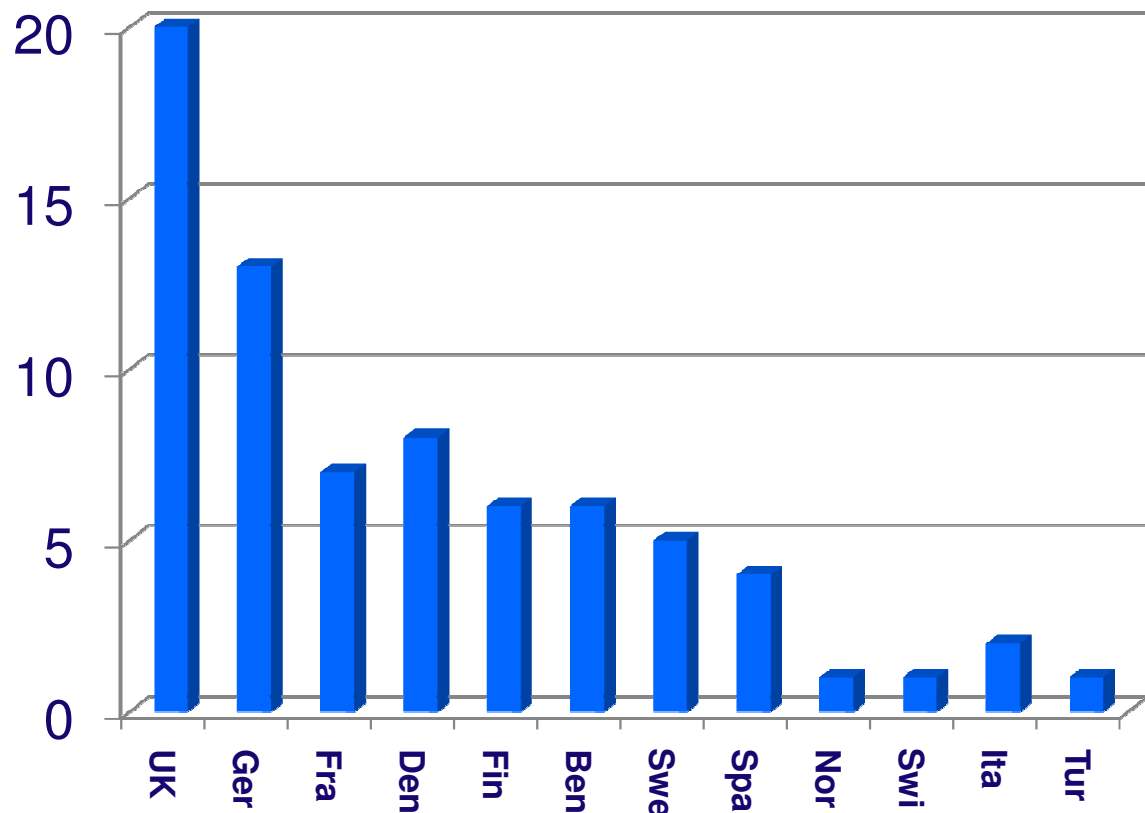
CA User Communities - Growth Plan in EMEA

 # Groups

100

80

64

2009   2010   2011

 # Members

5000

4000

2950

2009   2010   2011

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

- Germany Oblicore User Group
- France Oblicore User Group
- UK & Nordic Oblicore User Group

. . .

- NA Oblicore User Group
- APJ Oblicore User Group

Benefits

. Quarterly webcasts

. CA Development experts

. CA Product Management

. Prioritize and vote on product enhancement requests

. Network with users through Online Forums

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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'

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User Group web site – New Community Portal

How to Join CA Oblicore Global User Community

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

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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?