

# **CA User Communities**

**Abdel Laabi**

**Manager CA User Communities - EMEA**



# Agenda

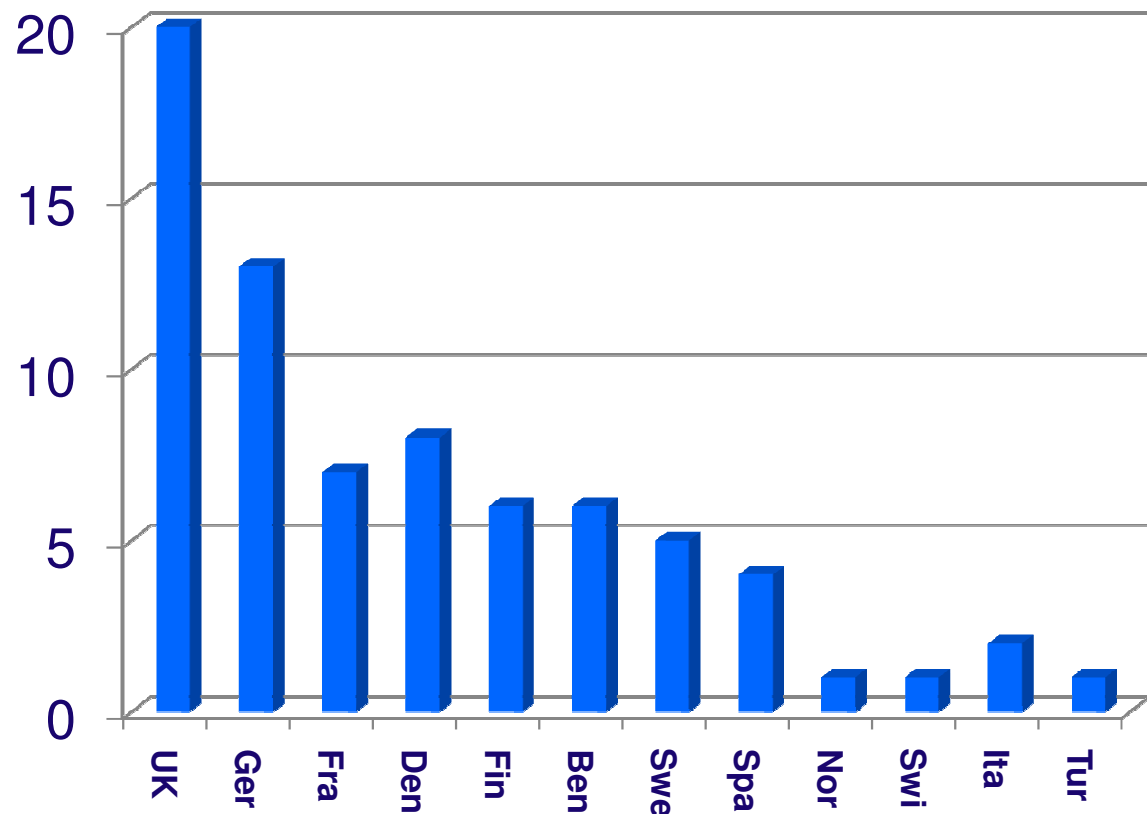
- Landscape & Growth Plan
- Structure & Benefits of membership
- How to Join a CA User Community
- Services provided by CA technologies
- Role of the board officer
- CA Online Experience – Community Portal Demo



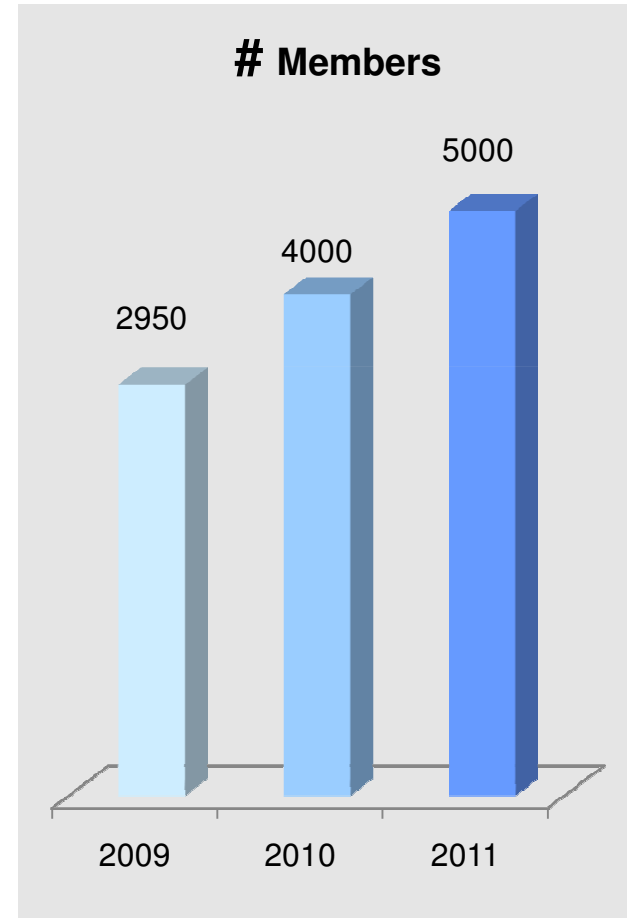
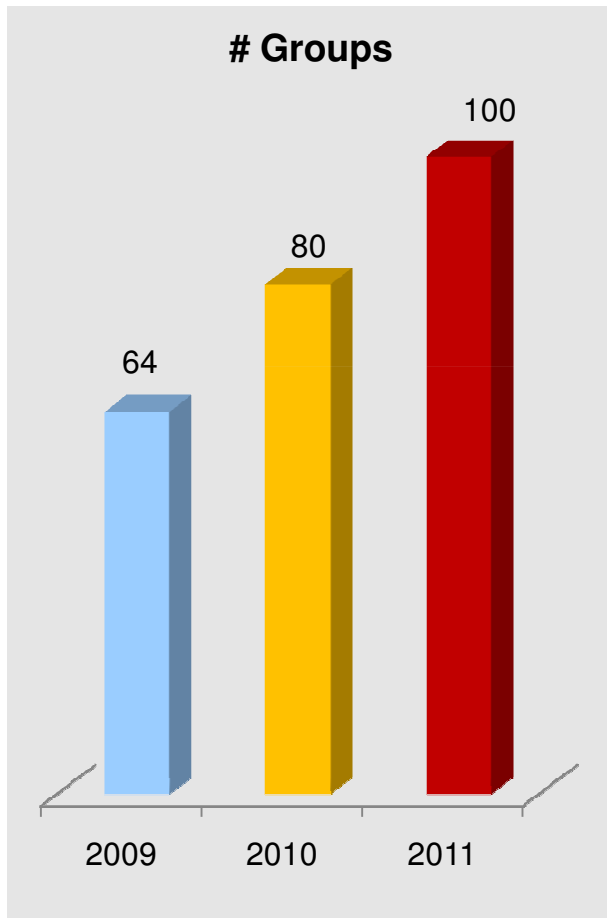
# EMEA CA User Communities - Landscape

# 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
<b>Total</b>	<b>74</b>



# EMEA CA User Communities - Growth Plan



# EMEA CA User Communities

## Existing & Targetted CA Wily User Groups in EMEA

Country	Status	# Members	Launch date
Finland	Running	22	Jan 2009.
Germany	Running	25	Oct 2009.
France	Running	40	Dec 2009.
UK & Eire	Running	36	Oct 2010.
Sweden	Targetted	20	Oct 2010.
Italy	Targetted	20	Oct 2010.
Spain	Targetted	20	Nov 2010.
Benelux	Targetted		2011

# 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 Wily Global User Community



## Benefits

- 
- A large light green rounded rectangle contains a list of benefits. A double-headed green arrow points from the 'CA Wily 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 CA 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 Mail Print Address Book Calendar To Do List

Address <https://communities.ca.com/web/france-ca-wily-apm-user-group/welcome> Go

bing News Entertainment Video Sports Money Autos 70°F

login register My CA search

products communities & insights services, education & support partners contact

France CA Wily APM User Group


**JOIN COMMUNITY**

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


## MEMBERS

This community has 49 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



**amor.matip**  
5/2/10  
0 Positive Ratings  
Rank : New Member

## WELCOME

### Club des utilisateurs CA Wily France

Bienvenue au site web du club utilisateurs CA Wily France!

Ce club a été créé en décembre 2009. L'objectif est simple :

- échanger et partager les expériences entre utilisateurs,
- accéder aux équipes de développement et de support de CA Technologies,
- recevoir des informations sur les futurs développements
- voter pour les demandes d'améliorations qui sont importantes pour vous,
- accéder à l'espace de discussion en ligne (Forums du club) pour échanger et poster des questions & réponses
- et bien d'autres...

L'adhésion est gratuite. Pour devenir membre du club, 3 étapes :

- 1 - Login à partir de cette page  
ou en cliquant sur votre identification CA Support Online
- 2 - Revenir sur la page web du [club utilisateurs CA Wily France](#)
- 3 - Cliquer sur « JOIN COMMUNITY » en haut à gauche de la page


# User Group web site – How to join the CA Wily 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 Mail Print Send To Desktop Taskbar

Address <https://communities.ca.com/web/france-ca-wily-apm-user-group/welcome> Go

 News Entertainment Video Sports Money Autos 72°F


Abdel Laabi - President  
Florian Cheval - Vice President


### RELATED COMMUNITIES

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


### CALENDAR

Summary Day Week Month Year **Events**


Date	Time	Title	Type	
10/7/10	9:30 AM – 4:30 PM	Club utilisateurs CA Wily France	Meeting	 Export

Showing 1 result.  
 [Subscribe](#)

### PROMOTIONS



**CA Technology Exchange**  
*Insights from CA's Technical Leaders*



**Cloud Computing**

The CA Technology Exchange is sponsored by the [CA Council for Technical Excellence \(CTE\)](#).

The Exchange publishes articles on the ideas that underpin CA Technologies products and IT management.

This first issue is devoted to cloud computing, a subject that is likely to shape IT management for years to come.

Please [click here](#) for more information.

### PRODUCT INFORMATION

**Products Related to this Community**

[CA Wily Customer Experience Manager for](#)

# 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.*

## CA User Communities - Benefits of Membership (Cont)

- 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)

# Services provided by CA Technologies

- Meeting room in CA offices, beverage, note pads, pens ...
- CA speakers from Support, Product Management, Services...
- Web site on the new Community portal :
  - **User group Members can**
    - . post to the message boards (Forums)
    - . comment on the Community blog, and rate content
    - . post and share documents with other members (Document Library)
  - **User Community board can**
    - . Post meeting schedules and news bulletins
    - . Email Members
    - . Request event facilities
- CA contacts: Technical contact, Local contact, Customer programs contact

# Role of the board officer

- Act as the voice of the group - liaison between members and 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 ( calendar meetings, post minutes & documents ...)
- Presidents are invited to CA World CARE conference in Las Vegas, the User Community Presidents conference to be held prior to CA World

# Membership & Meetings Requirements

## Membership Requirements:

- 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

## Meeting Requirements:

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

# CA User Communities

To Learn More, Please Visit

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

## CA technologies Contacts

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**Thank you**

**Questions?**