

Clarity PPM Product Management Customer Engagement



At CA Technologies, we appreciate your business and the opportunity to provide you with high-quality, innovative software. As part of our ongoing commitment to customer success, Clarity PPM aims to have the most accessible Product Management team in the enterprise software industry so that we can partner with you to help you achieve your organization's goals. We run the following programs designed to help you engage with us in ways that will add value for you. We strongly encourage your organization to participate in any (or all) of the activities listed as desired.

Weekly: Product Management Office Hours

Held **every Wednesday at 11:15am ET**, the Product Management Office Hours is a (mostly) unstructured 90-minute forum for you to ask questions or provide feedback directly to the Product Management team – including Kurt Steinle (Head of Clarity PPM Product Management) and Denice Brown (Clarity PPM's Chief Product Officer) as their schedules permit. Conducted in a "radio talk show" style format, you submit your questions via the WebEx console then have your audio line selected to engage the conversation. Come when you can; stay as long as you like. This program has proven exceptionally popular. One customer's feedback: "I love this call as I can see what is coming and understand some of what others experience."

- To be added to the Office Hours distribution, please provide your name, organization, and e-mail address to clarity@broadcom.com with the subject "Clarity PPM Office Hours".

Monthly: Customer Innovation Panel Calls

The Customer Innovation Process governs how we collect and prioritize product enhancement requests. It is organized around our idea site at <https://clarity.brightidea.com> as well as a monthly conference call held on the **3rd Tuesday of every month at 11:00am ET** that offers the opportunity for you to "pitch" your desired enhancements to other customers in hopes of building consensus support. Access to the idea site is granted to the official voting representative(s) for each customer organization. Official voting representatives also often serve as the main contact for other product management communications or programs. More specific details about the innovation process can be found [here](#).

- To nominate your organization's voting representative, please provide their name and e-mail address to clarity@broadcom.com with the subject "Clarity PPM Customer Innovation Panel".

Quarterly: Clarity PPM Release Previews

Clarity PPM is released on a quarterly cadence – March, June, September, and December. On the **Thursday prior to each quarterly release date at 11:00am ET**, a "first demo" of the new features in that release is conducted for interested customers. Now going into its 4th year, this Release Preview program is one of our most popular. Even if your schedule does not allow you to join us for the more frequent activities above, you should definitely set aside time to join us for these quarterly previews.

- To be added to the distribution list for Release Preview invitations, please send your name, organization and e-mail address to clarity@broadcom.com with the subject "Clarity PPM Release Previews".

As Needed: Trade Event 1:1s & Product Working Groups/Roundtables

Clarity PPM Product Management attends major industry events, such as the North America Gartner PPM Summit, as well as partner events such as RegoUniversity. If you would like to meet with us in-person around one of these events, simply contact us at clarity@broadcom.com or via your Broadcom account team with what you have in mind.

We also conduct periodic product working groups or roundtables as the need arises. Participation in these activities is curated based on area of interest and the invitations are usually based on attendance in one of the other programs listed above.

- To insure your organization hears about all the product-related engagement opportunities that we have to offer, be sure to identify your **official voting representative** as described above in the **Customer Innovation Panel** section.