

CARE 2008 Conference Review



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Agenda

What is CARE

General User Group Updates

CA Executive Summaries

User Group Breakout Session Ideas

Endevor PLC / Product team exchange

What is CARE

CARE: CA Regional Exchange

- **CA Software User Group Presidents**
- **Approximately 234 regional groups / 12,000 members**
- **CA Employee Recognition Award**
 - **2008 recipients: 87**
- **Networking opportunity**
- **EVP, VP Address, Keynote, Area summaries**
- **Breakout sessions**
 - **Best practices on increasing member participation**
 - **Best practices on successful group leadership / mentor program**
 - **Best practices on effective communication with community and CA**
 - **Enhancing CA's User Group program**
- **User group leaders closed door sessions**
- **Business unit sessions (Mainframe)**

General User Group Updates

2009: Year in Community - User Group Overhaul

Focus Group Meeting Results

- **Completion Goal: April 2009**
- **Tools and Knowledge (send more suggestions to CA!)**
 - **Improve website usability for both members and officers**
 - **Allow single sign-on for user group and PLC**
 - **Allow search on PLC presentations via website**
 - **Improve search / access to best practices, tips, and tricks**
- **Community Awareness**
 - **Inform new product users of user group forums**
 - **Incorporate PLC / UG forum links in software**
 - **Conduct awareness campaigns**
- **Leadership Training**
 - **Create program for new / change in leadership**

General User Group Updates

Focus Group Meeting Results (continued)

- **Miscellaneous feedback**
 - **Community structure is confusing - what is PLC?**
 - **CA support is good**
 - **PLC speakers and Webcast materials are excellent**
 - **Meeting announcements need improvement**
 - ◆ **Newsletter**
 - ◆ **Notices**
 - ◆ **Support links**

- **Director Customer Programs - Giovanni Di Natale leaving this position. Transitioning user group program management to Loveleen Lohia, Suzette Padgett and Susan Krupski**

General User Group Updates

Endevor PLC User Group Updates

- Three tables of Endevor UG Presidents (more than any other!)
- New regional user groups: Spain, Brazil, Sweden
- WWW.INUGE.COM
 - International User Group for Endevor officers = PLC Board
 - Quarterly meeting minutes
 - PLC Webcast replay information
 - CA World, Shareware (scroll down @ main menu), DAR information
 - CA Employee recognition award nominee submission
 - ◆ Every CA user group can participate
 - ◆ Every entry receives award
 - ◆ 87 names listed for 2008
 - ◆ Motion made to tie \$\$ increase to employees

General User Group Updates

Community Options

- **User group newsletter (IDMS User Group)**
 - Content, advertising, aesthetics, production, delivery, vendors
- **WIKI (CA Spectrum User Group)**
 - Interactive web based tool for discussion and knowledge exchange
 - Alternative to using CA website
- **Online Community - Second Life (CA GEN User Group)**
 - Uses Web 2.0 technologies (Virtual world)
 - Creates user group in virtual meeting setting
 - Alternative or supplement to using CA website, Webcasts and onsite meetings

CA Executive Summaries

George Fischer, EVP Global Sales

- CA World introducing 7 - 8 new products
- Mainframe Value Program (MVP)
 - Deep dive mainframe tools; features; training

Al Nugent, EVP & CTO Strategic Plan

“Design for change, don’t change the design”

- Talk to customers, rely on communities, understand your portfolio, know where you’re going
- Product group / market trends
 - Architecture: provide content on demand, manage cyber threats, show corporate responsibility - become economically prudent (i.e., GREEN)
 - Governance: continue business mgmt principles and policies on risk and compliance
 - Change: partner w/end-user to hide technology (too visible today); rely more on automation / fewer products; enable environment to take care of itself - services oriented architecture

CA Executive Summaries

Denise Asplund, VP Technical Information

- **Product documentation mission: Useful, accurate technical information to maximize ROI**
- **Enhancements based on customer feedback!**
 - Invite to PLC / UG meetings
 - Email: techpubs@ca.com
 - Complete survey at CA Support Online
- **TPAC - Technical Publication Advisory Council**
 - 50 Customers; Kick-off 2007
 - Documentation driven by client request
 - Homogeneous from product to product
- **Upcoming enhancements**
 - Improve access to online documentation
 - Improve formats (HTML guides and online assistance)
 - Improve quality
 - Improve customer feedback mechanisms (link to survey from document)

CA Executive Summaries

Leo Annab, Corporate SVP, Global Technical Support

- **5,000 CA World attendees; 2,100 companies, 800 sessions**
- **Mainframe 2.0**
 - **Simplify delivery and user experience**
 - **Over 100 products can download and install from web, no tape required**
- **Market = 44 billion today; project 60 billion in 2012**
- **Products recognized as leaders**
- **Lead in customer experience; implementation thru maintenance**

Darrell Walker, VP, Services Education Design

- **“76% of user’s have failing or sub-standard understanding of new systems”**
- **Technical curriculum framework 200 - 500 level (from use to architect)**

CA Executive Summaries

Darrell Walker, VP, Services Education Design (continued)

- **Learning paths; ENA (education needs assessment) test; “the right education at the right time”; faster time to value; a trained user results in best use of the product**
- **ARCS model of motivational theory**
 - **Audience**
 - **Relevance**
 - **Confidence**
 - **Satisfaction**
- **VLL (Virtual Learning Lab) available for Mainframe products; longer training (more days, shorter # hours per day)**
- **PMP Certification (Project Management)**
- **“Differences” courses (already certified, fill in the blanks)**

CA Executive Summaries

Ken Young, VP, Engineering Program Management

- **Beta Programs**

- **450 Customers / 55 beta programs in 2007**
- **Customers partner with engineering teams; provide feedback and suggestions on product quality, usability and enhancements**
- **Development teams available to assist in product validation in your environment**

- **Beta Process**

- **Planning: 90 days before start; test requirements approved; notice to gold customers**
- **Recruiting: 60 days before start; interested customer contact; beta website available (new features, requirements, and registration available)**
- **Test Phase: Beta kit posted; customer testing / feedback; “bug” submission; feedback; signoff (via website)**
- **Release: Customer signoff required for product release; reference customers are required**

CA Executive Summaries

Ken Young, VP, Engineering Program Management (continued)

- **Beta “Gold” Customer Program**
 - Available for all products (must signup at Website)
 - Quarterly email notification describing upcoming programs
 - Engineering contact provided
 - CA Engineer on-site visit (installation and new feature demo)
 - Early hands-on experience with product; business need verification
 - Direct feedback to product development teams
- **Upcoming SCM Beta Programs**
 - CA Endeavor Change Manager Enterprise Workbench r12
 - <https://support.ca.com> and click on **CA’s Enhanced Beta Program**
 - Email: corpbeta@ca.com
 - Mainframe Manager: Laura Hopkins (508.628.8991)

User Group Breakout Sessions

Improving User Group Attendance

- **Engage technical speakers**
- **Commit to a consistent schedule**
- **Advertise well in advance**
- **Make meeting a training session**
- **Partner with other affiliations and groups**
- **Think “outside the box”**
 - **Conduct member surveys**
 - **Send awareness communications to be forwarded to management**
 - **Top 10 reasons why you should attend user group meetings**
 - **Show ROI**
- **Work with local sales associate (offer customer product discounts?)**

User Group Breakout Sessions

Improving User Group Website

- **Collect suggestions for content / functionality improvements from members**
- **Send requirements to Giovanni (CA Customer Programs Director)**
- **Giovanni distributes revisions for review and evaluation**
- **UG Presidents comment / feedback**

Endevor PLC / Product Team Exchange

General Information:

- **Electronic version of R12SP2 will be posted at support online soon**
- **Next (full) release of Endevor availability estimated @ 2011 - 2012 timeframe**
- **Version 1 of R12 (incremental release 12.1) availability sooner**
- **R12 Exit problem: Exchange server modifying email address (DAR created and accepted)**
- **Request to correct processor group output type / duplicate element check at subsystem level**

Endevor PLC / Product Team Exchange

Endevor for DB2 Product Update:

- **New Product Name: CA Endevor SCM Interface r11.5 for DB2 for z/OS**
- **From R11.5 cover letter: “Only the DB2 related components of the product are contained in the updated release. If you utilize the other parts of the former Endevor for DB2 product, you can continue to run both the 4.0 release and the new r11.5 release to utilize the full functionality of the product.”**
- **RC Migrator / RC Compare products under the covers**
- **Release tape comes with all 20 CA DB2 products; license key limits installation**
- **Current release = 11.5 (Support for DB2 V7 + V8)**
- **For additional details see the Release Notes document for the CA Database Management Solutions r11.5 SP2 for DB2 for z/OS at: <https://support.ca.com/irj/portal/DocumentationResults?productID=131597&releaseID=R11.5&languageID=ENU&actionID=2>**

Endevor PLC / Product Team Exchange

CMEW R12 Update:

- **Many sites report problems with installation; guide is too long and complicated**
- **Beta testers needed January 2009**

DAR Process Update:

- **Issues with Support Online submission (auto emails stating DAR was refused) - John researching**
- **Continue to submit requests via Support Online; John will respond with accept / reject email**
- **User group voting will occur prior to CA finalizing design for next release**

Questions

Note: All CARE presentations will be published on the CA User Group website

- – CA PLC Association – UG Presidents/PLC Board of Director site under the "News" section:
- <http://causergroups.ca.com/UserGroups/UserGroupHome.aspx?ID=381>
- Please note that you must login in order to access this section (be in touch with Ron or Rose if you have any difficulty)