

Share Your Success, Build Your Business

Has CA Technologies Helped You Make A Difference?

You're proud of the work you do, and rightly so. You've worked on projects that have helped improve business efficiency, launched new products or services to market, enhanced the customer experience or driven cost savings for the organization. You've made a real difference to your business, colleagues and customers, and at CA Technologies we're delighted to have helped you do it.

We like to think that the success you've achieved so far is just the beginning. You now have an opportunity to use it to increase your organization's visibility among industry

peers and customers, drive more value for the business, and even build your personal network and reputation as a thought leader.

We invite you to join a vibrant community of innovators from around the world who have already taken advantage of these opportunities through the CA Technologies customer reference program.

What Do You Want To Achieve?

As a participant in the CA Technologies customer reference program, you may have the opportunity to participate in a range of activities, including:

NETWORKING OPPORTUNITIES

- Meet business leaders at special events
- Share ideas and best practices through communities

PROMOTIONAL ACTIVITIES

- CA Technologies and industry award programs
- Participate in marketing and PR activities

THOUGHT LEADERSHIP

- Access to analysts and industry experts
- Opportunities to speak at conferences and events

BUSINESS VALUE

- Potential increased visibility with CA Technologies executives
- Opportunity to be involved in beta programs

What Can You Do?

It's up to you how and when you get involved. We will work with you on a tailored activity plan that aligns with your availability, preferences and corporate policies. Some of the opportunities you may choose include:

- Creating a case study
- Participating in a video testimonial
- Developing creative digital content
- Sharing your experiences through social media
- Speaking at industry events
- Entering industry and CA Technologies awards
- Participating in 1:1 reference calls
- Hosting reference site visits
- Speaking in 1-to-many reference calls or webinars
- Attending confidential analyst briefings
- Allowing CA Technologies to use your logo or company name as a customer

Join a Community of Innovators

“ I've thoroughly enjoyed working with the CA Technologies customer reference team. When I do calls with other customers I feel that I receive as much benefit as the customer receiving the call. Before a call, I'm fully briefed by the reference team so the call easily slips into conversation mode. I've also benefitted from my participation in the CA summits, both virtual and face-to-face. Not only do these activities allow me to share my team's successes and insights with industry peers, but I get to hear how others are handling similar business and IT issues. I tend to leave these events with ideas about additional ways we could be benefitting from the products. ”

– **Adam Mills**, Sr. Manager, Software Engineering at AutoTrader.com

CUSTOMER REFERENCE PROGRAM

Some of our reference program members include:



Telefonica

Heartland

 **AutoTrader**



FUJITSU



TOYOTA



What Next?

To learn more about the CA Technologies customer reference program, ask your sales representative to introduce you to your local program manager, or simply get in touch:

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