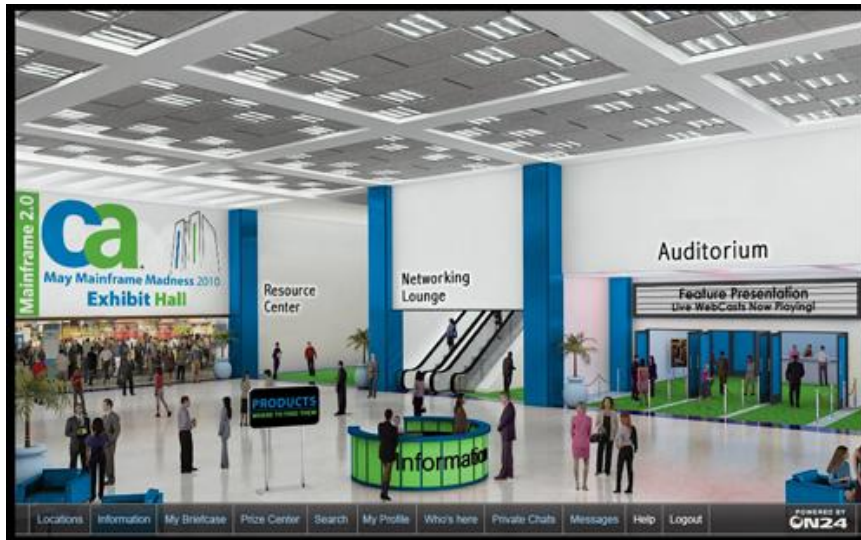


ON24 Customer Case Study

CA May Mainframe Madness



Case Study Background

INDUSTRY
Technology

SUMMARY

Delivered via the ON24 Virtual Show platform, CA's May Mainframe Madness was a month-long hybrid virtual event that drew thousands of attendees from the mainframe community. Complementing CA World, the company's in-person event, CA delivered more than 150 sessions online and provided a complete content refresh every weekday for an entire month.

Situation: Uniting the Mainframe Community

CA Technologies, one of the largest software enterprises in the world, is an IT management software and solutions company with expertise across all IT environments – from mainframe and distributed to virtual and cloud. CA Technologies manages and secures IT environments, providing the insight and control essential to IT organizations.

CA World is the company's in-person annual user conference in Las Vegas. Many CA customers, however, face limits on travel expenses and are unable to attend. In addition, given its global footprint, CA needs to extend the reach of its user conference throughout the world. As a result, CA has developed a hybrid event strategy that delivers all of the excitement and interaction of the live event to an online audience.

Solution: CA May Mainframe Madness

Working with ON24, CA devised May Mainframe Madness (MMM), an online event designed to:

- Complement the in-person CA World event and build CA's brand
- Simulcast key sessions, including keynotes, to a global audience
- Provide live Q&As, demos, ongoing content updates and an online networking venue

CA Technologies officially dedicated the entire month of May to the mainframe and to helping "mainframers" get even more value from this highly important, but rarely visible, computing platform. MMM featured a full calendar of activities and new live content every weekday in May and was described as "The Virtual Event That Changes Everything!"

Attendees experienced more than 150 video and webcast-style keynotes, sessions and demos. Keynotes were broadcast twice each day with live Q&As, enabling maximum interaction from attendees around the world.

A job resource center was a featured, enabling users to locate relevant sessions and content based on their individual job roles. CA also created a Virtual Exhibition Center, with booths from 20 partners, and a Virtual Networking Lounge for online attendees to connect and network, bringing the trade show experience to life. CA linked the physical event to MMM by simulcasting content, including three panel sessions, live from Las Vegas. CA also linked the MMM Virtual Networking Lounge to the physical Mainframe Important Persons (MIPS) Lounge in Las Vegas.

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Much like an in-person trade show, MMM was a venue for special events, with the premiere of the new documentary film, "Big Iron: The Mainframe Story," which has been viewed more than 30,000 times worldwide. Social media buzz was also created as industry bloggers reported on the event, generating interest and attendance. Additionally, CA marketed MMM via social media, promoting the event on Facebook and Twitter, and many attendees tweeted their own updates.

By connecting the mainframe community online, MMM set new standards for customer interest and interaction. Thousands of attendees from 49 countries joined the virtual environment, with an average visit time of 270 minutes.

Results: Unprecedented Excitement in the Mainframe Community

Powered by the ON24 Virtual Show platform, May Mainframe Madness achieved the following:

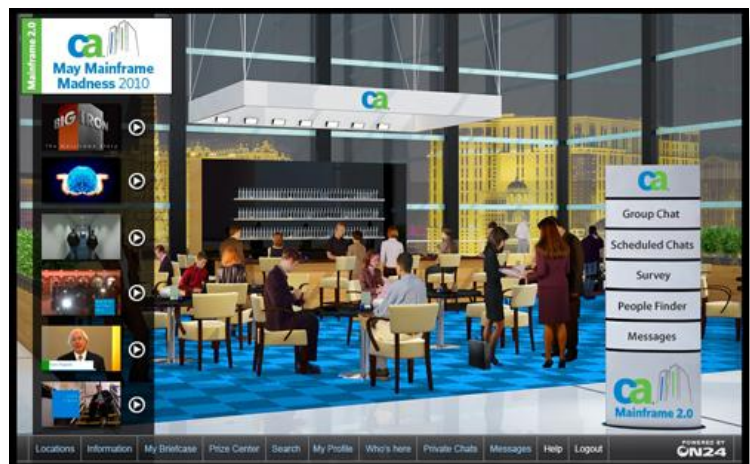
- 5,000 registrants from 49 countries
- More than 35,000 attendee touches/visits
- Average visit time of 4.5 hours (270 minutes)
- More than 150 videos, webcast-style keynotes and sessions provided
- 1,134 one-on-one live chats and 1,307 booth chats
- 271 ratings submitted and 134 surveys completed
- 7,171 documents downloaded

How CA Measures Virtual Show Effectiveness

Objective: Supplement a traditional in-person meeting with an online event to serve a broader audience of mainframe users.

Strategy: Leverage ON24's platform to create May Mainframe Madness, a virtual conference that provided customers with an engaging, content-rich online trade show experience but without the travel.

Results: The largest and most successful event of its kind in the industry, with more than 35,000 visits. MMM drove a high level of global customer engagement and continues to increase post-event ROI for the company.



"In a sector where vendors are known for ignoring their customers, we achieved more positive direct interaction with our clients in one month than most companies achieve in a year," said Steven Menges, CA Technologies Vice President of Mainframe Marketing. "The feedback from attendees and partners was overwhelmingly positive, and we were thrilled with the technology and support provided by ON24."