



CA Technologies Launches New Global Marketing Campaign: "The Modern Software Factory"

New Ads and Digital Content Demonstrate How CA's Software Helps Customers Build Their Modern Software Factory to Create Competitive Advantage

NEW YORK--(BUSINESS WIRE)-- CA Technologies (NASDAQ:CA) today launched a new global marketing campaign, "The Modern Software Factory," to showcase the full spectrum of capability CA brings to customers navigating the challenges of digital transformation.

Businesses today face near constant digital disruption, affecting business decision makers at all levels from the C-Suite to those deploying software across their organizations. The Modern Software Factory campaign reflects their insights on the challenges to 'build better apps, faster and securely' and 'gain insight from data,' which have become foundational to competing in today's application economy. The premise of the campaign is simple: as businesses across all industries recognize that software is core to creating competitive advantage, CA shows how they can start with a single CA Solution, or a combination of solutions across the areas of Agile, DevOps and Security.

In the book "[Digitally Remastered: Building Software into Your Business DNA](#)" launched last fall, author Otto Berkes, CTO of CA Technologies, outlines key insights that inform the tools and techniques that companies are using on their digital transformation journeys. The Modern Software Factory, a concept portrayed through a virtual environment, brings these insights to life.

"The competitive value of digital transformation has become very real, and customers are looking for partners who can help them navigate the journey successfully," said Lauren Flaherty, chief marketing officer, CA Technologies. "The Modern Software Factory is the creative expression of CA's business strategy. We're laying out a blueprint that's designed to help guide customers as they leverage software to win in the market."

The new campaign, running immediately across broadcast and digital channels to reach executives as well as those who deploy software, brings The Modern Software Factory to life as it follows a group of executives looking to transform their business. They are guided through a dynamic, visionary space and shown how CA's capabilities across Agility, Insights, Automation and Security come together to help them compete.

- 1 **The Tour:** The guide introduces The Modern Software Factory to a group of executives. They see the wonders of the factory—a world where Agile, Automation, Insights and Security come together to help businesses compete.
- 1 **The Answer:** The executives realize the power of the software factory and yet have a hard time understanding its technical aspects. The guide makes it simple: if you're going to compete in the app economy, the answer is CA Technologies.

The new broadcast spots and digital content, created and produced by John McNeil Studio, demonstrate how CA's portfolio comes together to create advantage for customers, solve their most pressing needs, and become strategic partners in their digital transformation journeys.

The campaign will span the US, UK, DE, AU & Pan Regional (ES) markets, and content will be amplified across CA social channels and [CA.com](#).

About CA Technologies

CA Technologies (NASDAQ:CA) creates software that fuels transformation for companies and enables them to seize the opportunities of the application economy. Software is at the heart of every business in every industry. From planning, to development, to management and security, CA is working with companies worldwide to change the way we live, transact, and communicate - across mobile, private and public cloud, distributed and mainframe environments. Learn more at [www.ca.com](#).

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