

Analyst Day

caWorld'15

CA Technologies Go-To-Market Strategy

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CA Technologies

EVP, Worldwide Sales and Services

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#CAWorld



Our strategy is the same

PLATINUM

TOP 500 ACCOUNTS

Foster true strategic relationships while maintaining mission-critical technology and demand for ongoing innovation.

Success: High renewal yields, solution upgrades, and adoption of innovative new technology

NAMED

NEW CUSTOMERS

Attract new customers with a focus on select products to show new areas of value and marketplace innovation that drives business improvements.

Success: New logos and successful product deployments

PARTNERS

PARTNERS & THEIR CUSTOMERS

Leverage our partners to adopt CA technology to increase their value proposition to their customers, and/or support and improve their business models.

Success: Partners' customers utilizing CA technology

Fine-tuning our model based on what we learned over the last year

1

OPERATE A MODERN SALES ORGANIZATION

Build and deploy talented teams backed by advanced analytics to support data-driven decision-making, and leverage world-class sales support, enablement and external partners

Accelerate new Inside Sales and Virtual Presales teams

Drive adoption of reporting and analytics platforms

Refine partner model

2

FOCUS ON OUR FRAMEWORK

Further evolve our segmentation framework to drive growth and productivity in all three segments; transition the Growth segment to be fully partner-led over time

Refine strategy for the Named customer segment

Transition Growth segment to partners over time

3

USE A PRODUCT-DRIVEN SALES APPROACH

Continue to shift to a more product-driven salesforce, with more focus on the right fit for customers and markets; demands tighter alignment with business units on market demand

Product focus refinements across all segments

Sales strategy for new acquisitions

4

GROW SALES OUTSIDE OF OUR CORE

Refine go-to-market strategy towards the highest potential and highest-yielding markets in order to maximize growth outside of our core

Geo focused commitment to APJ and EMEA

Adjust go-to-market models in each market

18 months into our three-year transformation

Looking Ahead

Continue to evolve in an ongoing, iterative, and agile manner into the future

Use real-time data and intelligence in the field to drive tactical, strategic decisions on markets, products, and how we deploy resources.


Leverage ongoing, proactive focus on partners to drive volume and velocity in our business




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