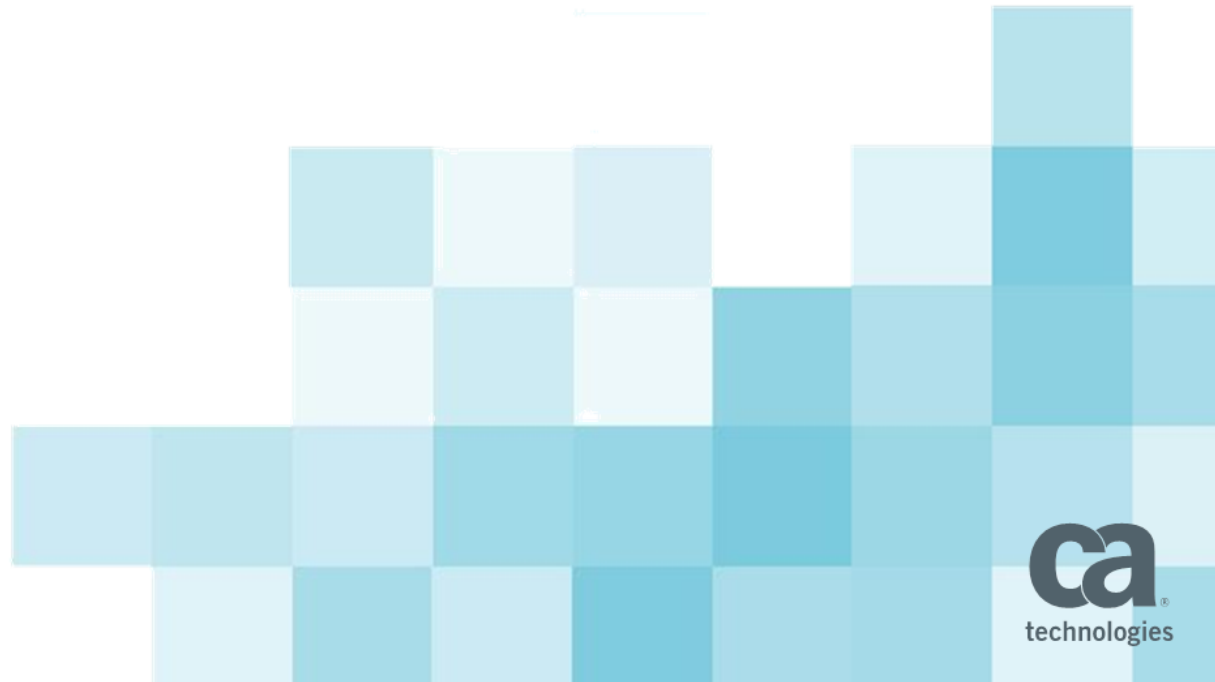# Business, rewritten by software™

Kiriakos Apostolidis

General Manager
CA South Eastern Europe

6th Infocom Cyprus

Today, Every Company is a Software Company. Are You?

In 2014, CEOs must focus on leading their organizations to think like and become more like "tech" companies, because within a few years, digital business capabilities will dominate every industry. Urgent action is needed because first-mover advantage is common in digital business, and fast followers must be very fast.

Gartner; "CEO Resolutions for 2014—Time to Act on Digital Business";
Mark Raskino; March 5, 2014

NIKE

From sneaker company to data enabled athletic brand.

amazon

From book seller to insight driven delivery service, cloud servicer and entertainment hub.

TESCO

From UK Grocer to global consumer retailer leveraging data and technology that reframes the shopper experience.

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No One is Giving Companies a Clear Path Forward

disruptive innovations

SaaS/PaaS 24 HR customer service

turns data to insights

responsive web presence   data gathering/big data

superior data experience

personalizes communication
mobile payments scalable, agile

mobile first strategy

cohesive brand presence in all channels

fragmented brand presence in all channels

brick and mortar sales presence

low investment in user experience
mobile as complementary

one-off app investments

legacy web compliance

traditional media communication

non-responsive web design

unscalable – one size fits all

mass communication

business that complements others' disruptive innovations

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The Application Economy Is Disruptive

Half of enterprises today say the application economy is significantly disrupting their industry—while 44% say it is doing the same to their own organization.[1]

The application economy is driving businesses to:
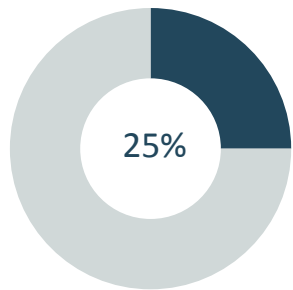
25% Increase investments by 25%.

Obtain new skills through software company acquisition.

Deliver more customer applications each year

[1]All data on this slide from CA Application Economy Market Study commissioned by CA, conducted by Vanson Bourne, 2014

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The Application Divide

The research indicated that there is an **Application Divide**—some companies have figured out how to thrive in the application economy and others are struggling. The application economy leaders (compared to the laggards)* experienced:

More than double the revenue growth
as compared to the laggards

68% higher profit growth
as compared to the laggards

50% more of their business came from new products and services
as compared to the laggards

*All data on this slide from CA Application Economy Market Study commissioned by CA, conducted by Vanson Bourne, 2014

*Leaders and Laggards were determined by CA and Vanson Bourne based on respondents' answers to three survey questions: 1). Whether they feel their organization is very/highly effective in managing the challenges of the application economy. 2) Number of customer-facing applications developed in the past year and 3) whether they had already acquired or have near-term plans to acquire a software company to gain needed expertise. We found a distribution of 24% leaders, 16% laggards, and 60% in the middle.

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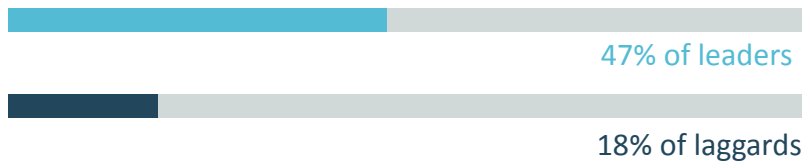
The Four Major Habits Of An Application Economy Leader

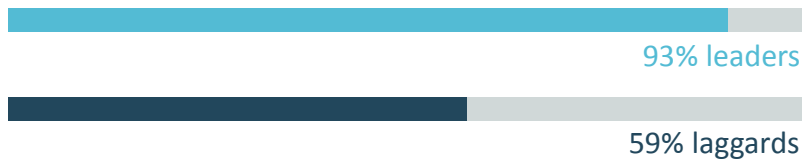**Leaders put DevOps at the core of their business success**

HAVE ADOPTED DEVOPS

49% of leaders

6% of laggards
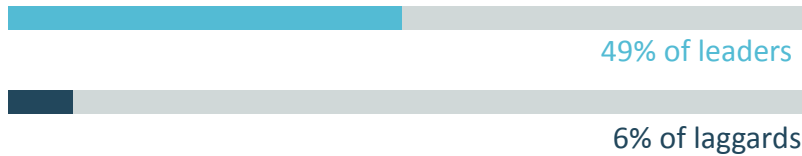
Leaders see security as a business enabler vs. a business constrainer

HAVE SEEN INCREASED REVENUE FROM SERVICES ENABLED BY SECURITY

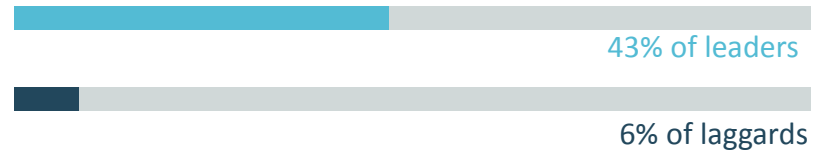47% of leaders

18% of laggards

OPEN ACCESS TO APIs

93% leaders

59% laggards

Leaders manage IT strategically as a business

FREQUENTLY USE SOFTWARE TO SHARE KPIs WITH THE BUSINESS

43% of leaders

6% of laggards

FREQUENTLY USE SOFTWARE TO EVALUATE SHIFTS IN IT INVESTMENTS

50% of leaders

12% of laggards
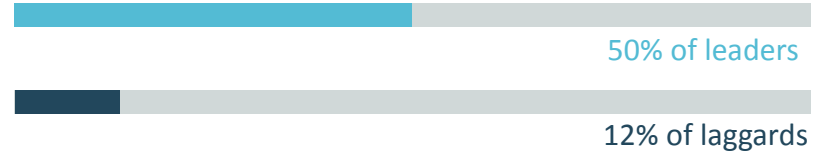
Leaders embrace a singular, enterprise-wide mobility strategy

ADOPTED ENTERPRISE MOBILITY
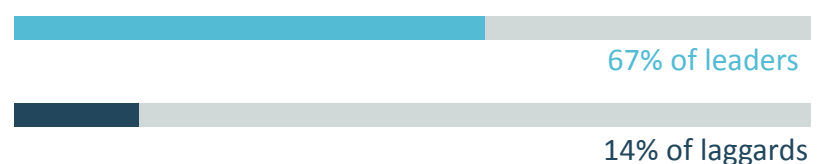
67% of leaders

14% of laggards

*All data on this slide from CA Application Economy Market Study commissioned by CA, conducted by Vanson Bourne, 2014

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Start with Expertise

Business, rewritten by software™

Management Cloud	DevOps	Security
Project & Portfolio Management	Application Delivery	Identity Management
Service Management	Application Performance Management	Access Management
Enterprise Mobility Management	Infrastructure Management	API Management

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CLOUD	MOBILE	MAINFRAME

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CA is one of the largest, independent system software companies in the world that continues to transform the face of business.

Since 1976, we've been a culture of innovation—half of our 13,000 person workforce is in development, creating better ways of managing, securing and deploying IT infrastructure.

CA Technologies Delivers Profitable Results to the World's Most Influential Companies Across Every Major Industry

MARKET RECOGNITION AND LEADERSHIP

CA TECHNOLOGIES RECEIVED A POSITIVE OVERALL VENDOR RATING FROM GARTNER, INC.[1]

INVESTS MORE THAN **$600 MILLION** EACH YEAR IN SOFTWARE DEVELOPMENT

35+ YEARS MANAGING COMPLEX IT ENVIRONMENTS

NAMED IN **TOP 20** COOLEST CLOUD COMPANIES BY CRN (2013)[2]

47 OF FORTUNE TOP 50 AND **96** OF FORTUNE 100 ARE CUSTOMERS

$4.6 BILLION ANNUAL REVENUE AND STRONG PROFIT

1 Gartner , Inc.; "Vendor Rating: CA Technologies"; Cameron Haight, et al; March 26, 2014. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties or merchantability or fitness for a particular purpose.

2 CRN, March 2013

Information based on Fortune 100 out of the Fortune 500 listings published as of 2013 according to grouped industry data compared to CA's customers that have licensed more than one CA product as of March 31, 2014.

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CA Europe Sarl – Logicom Group

A Strategic Partnership

- ICT Logicom Solutions the Sole Representative of CA Technologies in South Eastern Europe (SEE):

  – Cyprus, Greece, Malta, Romania, Bulgaria, Albania, FYROM

Management Cloud

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Management Cloud	DevOps	Security
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Service Management	Application Performance Management	Access Management
Enterprise Mobility Management	Infrastructure Management	API Management

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CLOUD   **MOBILE**   **MAINFRAME**

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Management Cloud

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DevOps

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CLOUD   **MOBILE**   **MAINFRAME**

DevOps

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CLOUD	MOBILE	MAINFRAME

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Security

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Security

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CLOUD   MOBILE   MAINFRAME

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THE OPEN ENTERPRISE

Partners/Divisions

Mobile Apps

Internet of
Things/Big Data

Cloud Services

Developer Community

Social Registration

Your New Business Strategy: Invest in the Security of **KNOW**.

The new security reality: It's as much about engaging the marketplace and ensuring consumer confidence as it is about defense and protection.

CA Security Solutions will:

- Speed Delivery

- Enable the Business

- Secure Mobility

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Business, rewritten by software™

From planning to development to management to security, at CA we create software that fuels transformation for companies in the application economy.