

#DevDay

Build on Strength

For more information, visit:
www.microfocus.com/devday

Our go-to, developer-focused event, #DevDay is for enterprises with the vision to transform business-critical systems while avoiding risky upheaval, to achieve digital transformation.

A new twist for #DevDay!

This year #DevDay is fully digital and global, with everything online. While the event is virtual, the benefits are real. Insights, live demos, all available from wherever you are.

The

#1

event for the COBOL and mainframe developer community

Survived

3

show-stopping weather events (snow, ice, hurricanes) and one pain in the a*s (power outage)

Welcomed

6,500+ attendees

from many industries and sectors:

- ✓ financial services
- ✓ government
- ✓ logistics
- ✓ computer software
- ✓ consulting services
- ✓ healthcare
- ✓ retail
- ✓ manufacturing
- ✓ academia
- ✓ (plenty more I'm sure)

Showcased

10 225+ 60yr

new #COBOL and #Mainframe releases product demos birthday celebration for #COBOL60

Hosted

45+ 2

'Ask the Expert' panels authors' signings:

100

guest speakers

Laurie Wallmark
Grace Hopper: Queen of Computer Code

Paul Kelly
Visual COBOL: A Developer's Guide to Modern COBOL

4

press visits

Inspired

50+ blogs & tech tracks

focused on top 5 popular modernization priorities:

- 1 .NET / Java Integration
- 2 REST and services-based architectures
- 3 COBOL data access and RDBMS integration
- 4 The mainframe at the heart of digital transformation
- 5 Moving COBOL workloads to the Cloud

Welcomed

14 (and counting)

major partners

- | | |
|--|---|
| <ul style="list-style-type: none"> IBM Microsoft Astadia DXC HPE Select Computing Cognizant | <ul style="list-style-type: none"> DataVantage Unicon Transvive University of Maryland, Eastern Shore Columbus State University IT-oLogy Vivit |
|--|---|

Launched

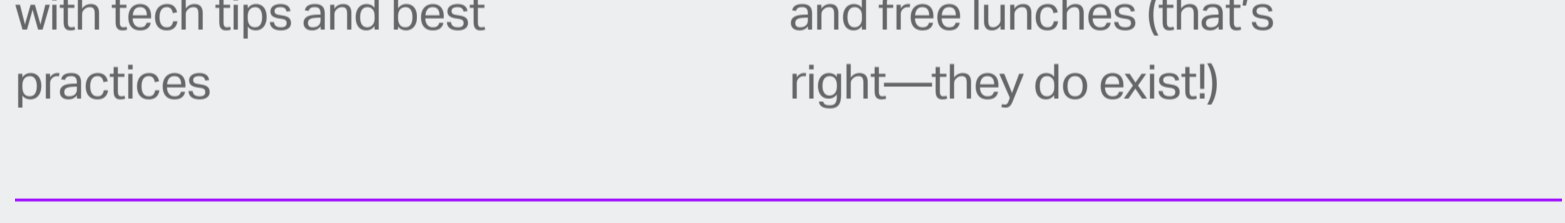
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cool hashtags

- #COBOLRocks
- #DevDay
- #AppDev
- #Mainframe
- #COBOL
- #DevOps
- #COBOL60

Hit 50+ locations worldwide

And this year we made it more accessible than ever. No travel required. So where will your arrow be?



Hosted

150+

developer-led sessions with tech tips and best practices

Created

1000s

of networking opportunities—and free lunches (that's right—they do exist!)

Unveiled dozens of products

And this year, we're showcasing two huge new releases—Visual COBOL 6.0 and Enterprise 6.0—the pivotal products behind successful digital transformation.

Prompted at least 6 reasons to keep coming back to DevDay:

- 1 "See what's new from Micro Focus"
- 2 "Learn and network with peers"
- 3 "Build a relationship with Micro Focus"
- 4 "Take your first steps towards modernization"
- 5 "Better your skills"
- 6 "Understand how your products can fuel modernization"

Poured more than

3,000

cups of coffee

Helped nurse

many hangovers

(you know who you are!)

What's next?

This year there are 10 more great reasons to go:

- 1 **Discover**
Be first for Micro Focus product roadmaps and future strategies.
- 2 **Skill up**
Get under the hood of modern appdev delivery tools and practices.
- 3 **Virtually Network**
Join our popular Ask the Experts discussion panel or request 1:1 meetings with Micro Focus speakers and executives.
- 4 **Learn**
Experts use #DevDay to showcase the latest Micro Focus Appdev and modernization tech.
- 5 **Innovate**
Quickly modernize your core business systems with our help.
- 6 **Deliver**
You can make better software, faster. You just need to know how.
- 7 **Progress**
Take your COBOL, cloud, containers, mobile and managed code forward.
- 8 **Tackle**
There's no skills crisis when .NET, Java and modern tools from Micro Focus deliver a skills strategy for long-term success.
- 9 **Extend**
Your community can only grow when you build new relationships with local organizations, vendors, developers, experts and practitioners.
- 10 **Transform**
Begin your modernization journey by discussing CX with our experts.

We agree! Here's the word from the Micro Focus #DevDay Team

"Micro Focus Virtual #DevDay will be..."

“... a unique opportunity for those working with COBOL or mainframe-based applications to see the latest Micro Focus development technology, while sharing stories and best practices. If that's you, this is your must-attend event.”

Ed Airey, Product Marketing Director

“... undoubtedly our most popular customer event. It's a place for hands-on learning and discussion with industry experts. #DevDay has helped thousands of client delegates, and with the pivot to virtual, more people than ever can benefit by logging in from wherever they are.”

Derek Britton, Director, Product Marketing

“I am a veteran of 49 DevDays, and so frequently talk to attendees. Many tell me the technical content we showcase at DevDays—perhaps a Visual COBOL capability—can stick with them for years into the future.”

Michael Bleistein, Principal Architect, Technical Services