

#DevDay: innovation by numbers

Micro Focus hosts #DevDay50
on January 29th in Atlanta.

That's 50 events in 5 years of taking COBOL and mainframe innovation out to the dev community, helping .NET, Java and COBOL developers solve today's IT and industry challenges.

What is #DevDay?

#DevDay is the go-to name for anyone seeking key insights, looking for live technical demonstrations—and the opportunity to meet their business buddies and professional peers in a cool setting.

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

5,000+ attendees

from many industries and sectors:

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

Showcased

6

new #COBOL and #Mainframe releases

200+

product demos

Hosted

40+

'Ask the Expert' panels

2

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

40 blogs & tech tracks

focused on 6 of today's popular modernization priorities:

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

Welcomed

14

major partners

- | | |
|---|---|
| <ul style="list-style-type: none"> IBM Microsoft ASTADIA 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

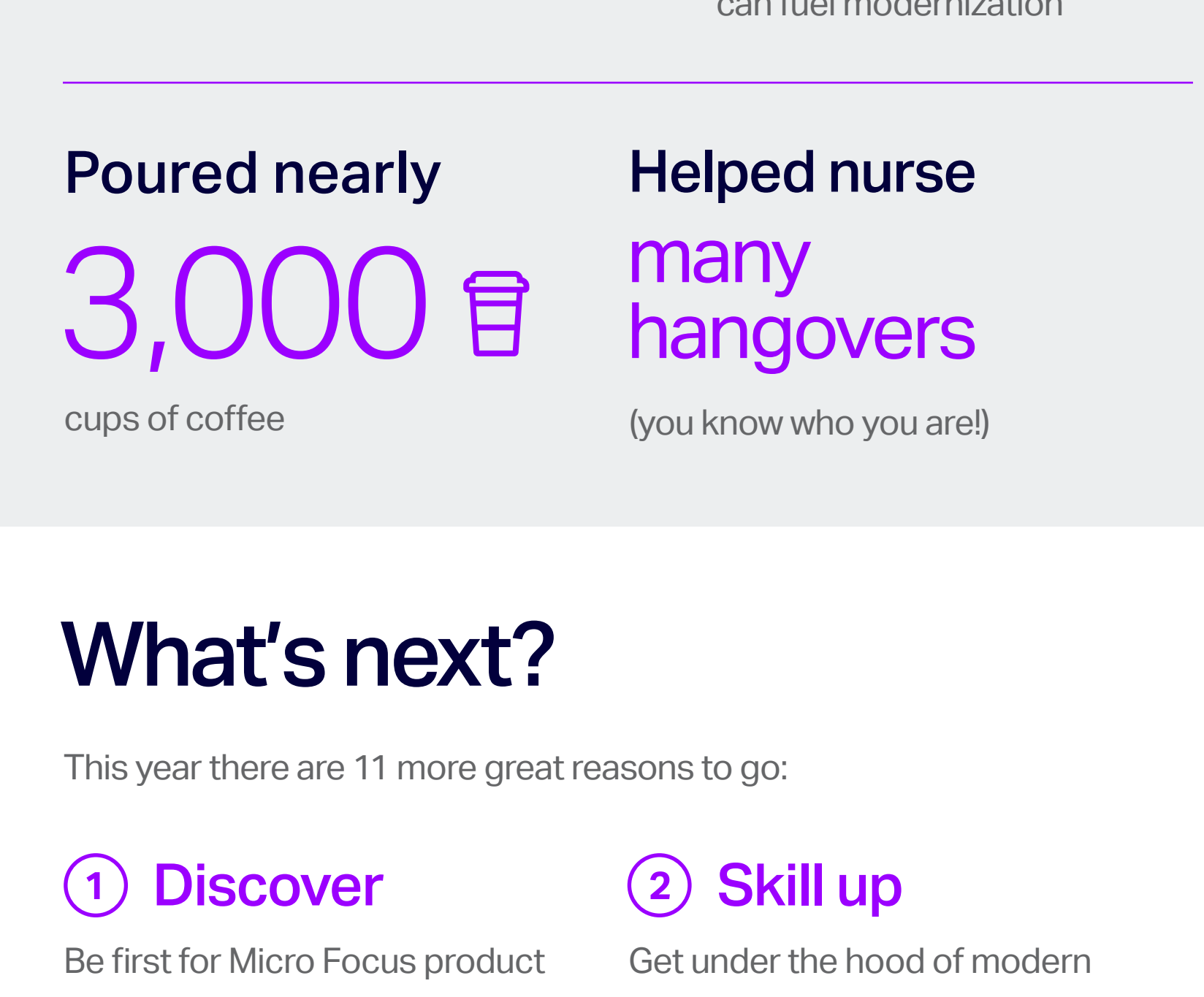
6

cool hashtags

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

Hit 50 locations worldwide

including Canada, UK, Germany, Japan, Scandinavia, and 15 major US cities



Hosted

100

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

—every new release of our latests products from v2.3 onwards including new support for Visual Studio and Eclipse, Agile Development, DevOps, .NET, JVM, Docker and Cloud

Prompted at least 8 reasons to keep coming back to DevDay:

- 1 "See what's new"
- 2 "Learn and network with peers"
- 3 "Build a relationship with Micro Focus"
- 4 "Take our first steps towards modernization"
- 5 "See what Micro Focus offers us"
- 6 "Learn what we can think about for the future"
- 7 "Better our skills"
- 8 "Understand how your products can fuel modernization"

Poured nearly

3,000

cups of coffee

Helped nurse

many hangovers

(you know who you are!)

What's next?

This year there are 11 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 **Network**
Hang with industry experts and peers. Get the inside track.
- 4 **Learn**
Experts use #DevDay to showcase the latest Micro Focus Appdev and modernization tech.
- 5 **Hear**
New customer stories testify how Micro Focus tech has solved their IT and business challenges.
- 6 **Innovate**
Quickly modernize your core business systems with our help.
- 7 **Deliver**
You can make better software, faster. You just need to know how.
- 8 **Explore**
Faster application delivery using Agile and Enterprise DevOps practices.
- 9 **Progress**
Take your COBOL, cloud, containers, mobile and managed code forward.
- 10 **Tackle**
There's no skills crisis when .NET, Java and modern tools from Micro Focus deliver a skills strategy for long-term success.
- 11 **Extend**
Your community can only grow when you build new relationships with local organizations, vendors, developers, experts and practitioners.

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

"Micro Focus #DevDay is..."

“... 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, Director Solutions Marketing

“... 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.”
Derek Britton, Product Director

“... a great venue for customers to learn how Micro Focus technology can help them with their modernization goals, and an opportunity to collaborate, share real-life experiences, and learn how they might address similar modernization challenges.”
Bob Schoppert, Senior Solution Engineer

“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