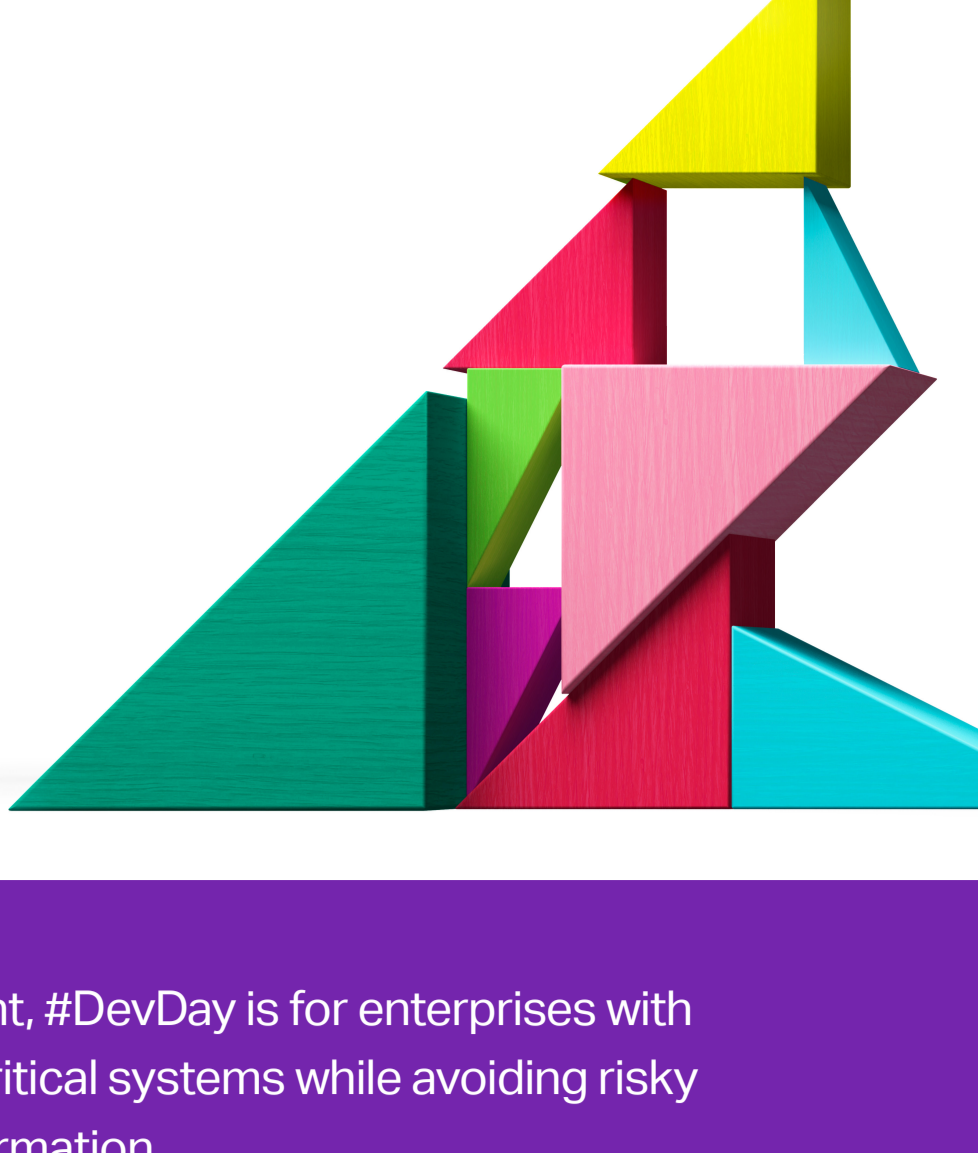


# #DevDay

Build on Strength

For more information, visit:  
[www.microfocus.com/devday](http://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

new #COBOL and #Mainframe releases

# 225+

product demos

# 60yr

birthday celebration for #COBOL60

### Hosted

# 45+

'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

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

### Launched

# 7

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**