

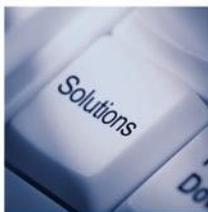


vivit

Discover the independent Micro Focus software user community where you can share, collaborate, exchange, and grow



COMMUNITY



What is Vivit? Q1 2018



Who is Vivit?

Vivit is an independent, non-profit service organization that represents the broad Micro Focus community and is the endorsed Micro Focus users group. Vivit's mission is to serve the Micro Focus software community through Advocacy, Community, and Education.

For almost two decades, Vivit has been the unbiased, trusted and field-tested user community for thousands of HP and more recently HPE software customers. Through acquisitions, our scope has expanded from our original focus on OpenView to include Mercury Interactive, Freshwater and Vertica customers, developers and partners from around the world and from all areas of business and industry. With the recent merger of the HPE software and Micro Focus businesses, once again we are here to help and guide our members through the transition and to help them obtain maximum benefits from their investments in Micro Focus.



Vivit Board of Directors

President - [Richard Bishop](#)

Vice President of Operations – [Mark Herbert](#)

Vice President of Strategy and Innovation – [Todd DeCapua](#)

Treasurer – [Christopher J. Scharer](#)

Secretary – [Karen Semonson](#)

Community Chair – [Mark Ford](#)

Education Chair – [Chris Trimper](#)

Advocacy Chair – [Tammy Young](#)

Special Projects Chair – [Alvin Sumter](#)

Special Projects Chair – [Bernard Szymczak](#)



Meet Vivit

- Non-profit organization started by customers in 1993
- Nearly **40,000 members** worldwide
- Your only source of information on Micro Focus that is **completely unbiased, uncensored and field-tested**
- Vivit is not just for **practitioners but managers and executives too**
 - 50% of members work hands-on with the Micro Focus products
 - 50% of members are in decision-making roles

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



Community



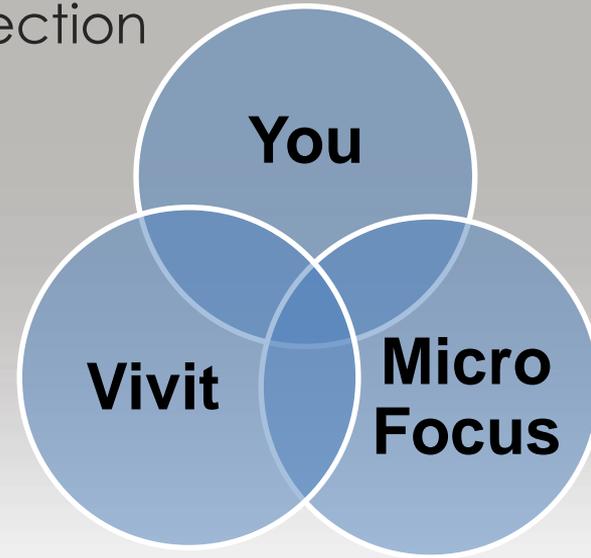
- Vivit is the place to connect with **thought-leaders**; the **best and the brightest** in the industry
- **Attend Face-to-face meetings in one of 83 LUGs (Local User Groups) across 31 countries**
- Connect with **like-minded professionals online in any of the 20 Special Interest Groups (SIGs)** that focus on a specific solution or application
- Capitalize on conversations in **forums and blogs**
- Receive community and industry updates in the monthly **eNewsletter**

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY

Advocacy



- Influence Micro Focus product direction
- **Influence Micro Focus Support**
- 2-way communication



YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



Education



- Participate in live web events
- Access product information, general reference material, and webinar recordings
- Peruse Vivit's Knowledge Base drop down for pertinent information
- Access Micro Focus and Partner information
- Attend Vivit Advanced Training at in-person events like Customer Forums and Roadshows



YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



Career Development

- Connect with the Best and Brightest through other Vivit members
- Take advantage of leadership, speaking and training opportunities
- Publish your case studies and whitepapers

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



Membership



- Annual membership is FREE
- Vivit does not share membership information with anyone unless you instruct us to do so
- You control your privacy level in your member profile
- Plus, you may receive special discounts on Micro Focus events and services

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY

Interested in being a Vivit Leader?

Co-Leadership allows LUGs & SIGs to operate more sustainably

- Serving as a Vivit Leader provides many lasting benefits:
 - Connections with industry experts and thought leaders
 - Expansion of your professional network locally and globally
 - Additional exposure for you and your company within Vivit and Micro Focus
 - Development of leadership and management skills
 - Career advancement
 - [http://www.vivit-worldwide.org/?page=Chapter Leader](http://www.vivit-worldwide.org/?page=Chapter_Leader)
- Would you be interested in being a Vivit Leader? This is what it means...
 - Organizing at least two meetings or webinars a year (approx. 5-10 hours of your time per event) - this is shared amongst the co-leaders
 - Having a passion to see members benefit from the group's activities and the collective wisdom of its members
 - Having the ability to maximize resources (and there are many of these to tap into)
 - Vivit supplies the easy-to-use tools to announce your events and to handle the event registration

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



v i v i t

Vivit Engage



Organizations are constantly looking for new ways to market to potential customers and cutting through the noise is not always easy. The ability to differentiate your products and services are imperative to creating a competitive advantage. In a world where results are everything, how do you prove which marketing and demand generation vehicles work? You need results! You need measurement! And you need engagement! Let Vivit help...



What is Vivit Engage?

- Best way to reach the Micro Focus Community
- Designed for Micro Focus
- Demand generation program that will deliver
 - ✓ qualified leads,
 - ✓ measureable results
 - ✓ increased revenue



Vivit Engage allows organizations to interact with Micro Focus users by developing custom programs that demand interaction and build lasting business relationships.

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY



Vivit Engage Services



Banner Ads

Flash Ad

Conference Ad

Ticker Text

Dedicated Global email blast

Dedicated Landing Page

Deep Dive Sessions @ Micro Focus
Conferences

InForum Newsletter featured
articles and blogs

SIG Sponsored Webinars

SIG Sponsored Webinars

Social Media promotion package

Online Survey

Targeted Regional Email Blast

Targeted SIG Email Blast

Vivit Virtual Summit

Webinars

“New” SIG Talk Sponsorships



VIVIT MICRO FOCUS SOFTWARE USER COMMUNITY

What is a SIG Talk?



What is a SIG Talk?

A SIG Talk is a presentation with three 12-15-minute segments by different speakers. These speakers will share their knowledge, experience and learning via real world experiences, best practices and demos. Our objective is to be an advocate providing our Vivit members with the opportunity to spread education throughout our community with your help and expertise.

Currently, we are presenting both Quality and Testing and IT Operations SIG Talks in 2018.

The **Quality and Testing SIG Talks** will be held on the **second Tuesday of each month** at 12:00pm ET and the **IT Operations SIG Talks** will be held on the **second Thursday of each month** at 11:00am ET.

We believe there are several topics and themes that will come out throughout the year, which will result in further interest on behalf of members, enabling us to do even more with these sessions.

If you are **interested in participating as a SIG Talk speaker for one of our** 2018 [Quality and Testing](#) or [IT Operations](#) topics, or would like to **offer another topic, suggest a speaker or sponsor** a #SIGTalk, please take a moment to [answer our survey](#).

YOUR INDEPENDENT MICRO FOCUS SOFTWARE USER COMMUNITY





Thank you
vivit-worldwide.org

