

Introductory Questions

To begin today's session, I would like to ask you some questions about your background and your role within the Enterprise Data Protection (EDP) value stream.

1. Please describe your role within the EDP value stream
 - a. How long have you been in that role?
2. Tell me about your experience before joining CA in your current role?
3. When you interact with customers, are they: Buyers, Influencers, End Users, Other?
 - a. [If Other] How would you describe this customer's role when you interact with them?

** If the participant asks what the difference is between buyers, influencers, and end users, please use the explanations below. We can make an explanation sheet to share via validate, or in person.

- **Buyer**- the individual within the organization who makes the final decision regarding whether DCD is purchased.
- **Influencer**- someone within the organization who evaluates DCD for use, and whose opinion can influence whether the buyer decides to purchase DCD. They may also qualify as an end user of DCD.
- **End User**- someone who will be using DCD as part of their job duties. They may also qualify as an influencer within an organization.

Product Questions

Now, I would like to ask you a series of questions about Data Content Discovery (DCD). Some of these questions will have easy answers, or may be ones you have answered in the past. This is only to ensure that we obtain an accurate picture of the past, present, and future you envision for DCD.

1. What is the intent of DCD?
2. On a scale of 1 to 5 where 1 is "Not at All" and 5 is "Very Well", how well do you think DCD currently delivers on that intent?

Not at all 1 2 3 4 5 Very Well

- a. Why did you select { X }?
3. How does DCD today compare to what it was like a year ago?
 - a. What does DCD do well today?
 - b. What does DCD not do well today?
4. What do you want DCD a year from now to be like?
 - a. Based on your answer, what do you think is achievable within a year?
 - b. Based on your answer, what do you think is not achievable within a year?
5. What are the biggest challenges you face when trying to build DCD?
6. Who are the biggest competitors to DCD?
 - a. [For each competitor] How does DCD compare to { PRODUCT NAME }?
7. In your opinion, what is the biggest missed opportunity for DCD today?
 - a. What would it take to successfully pursue that opportunity?

User Questions

Next, I would like to ask you questions about DCD users. Again, some of these questions will have easy answers, or may be ones you have answered in the past. This is only to ensure that we obtain an accurate picture of DCD users.

1. Who are the users of DCD?
 - a. [For each user] For { USER }, can you briefly describe what you understand their role involves?

- b. [For each user] For { USER }, what benefit will they gain from DCD?
- c. [For each user] For { USER }, on a scale of 1 to 5 where 1 is “Not at All” and 5 is “Very Well”, how well does DCD currently deliver on that benefit?

Not at all 1 2 3 4 5 Very Well

- i. Why did you select { X }?
- 2. Are there any other users that could benefit from DCD, but that are not currently accounted for by DCD’s product strategy?
 - a. [If yes] Why do you think that is the case?
 - b. [If yes] What would make it possible to develop DCD for those users?
- 3. What would you like to know about DCD users that you lack knowledge of?
- 4. Based upon what you have learned from DCD users, what are the top 5 things they do, or want to do, with DCD?
- 5. For DCD users, do they experience issues DCD can resolve for them but that they are not aware DCD can help them with?
 - a. [If yes] Why do you think they are unaware DCD can help with { ISSUE }?
 - b. [If yes] What do you think could be done to make users aware of this?
- 6. Is there anything DCD could quickly and easily do for users that it is not currently doing?
 - a. [If yes] Why do you think DCD is not currently doing this for users?
 - b. [If yes] What would be needed to enable DCD to do this for users?