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# Open Mainframe Summit 2020

Transparency Report  
**September 16-17, 2020**



OPEN  
MAINFRAME  
SUMMIT

## Open Mainframe Project has experienced record growth in the last two years.

From members to projects, it is clear that there is an appetite for more mainframe specific content focusing on the growing open source technologies in the industry. This year, Open Mainframe Project hosted its first-ever event to bring together students, seasoned professionals, educators and thought leaders to discuss hot topics, best practices and more.

Originally planned as an in-person event at Marist College, plans for Open Mainframe Summit pivoted and became Open Mainframe Project's first-ever virtual conference. The goal was to put together a stellar program and obtain around 150 registrants.

The conference ended with 384 registered attendees, which is a 156% over our original goal, that represented more than 175 companies. During the conference there were 290 unique users on the platform, a 76% attendance rate!

The registration, attendance and engagement on the platform exceeded our expectations. It seems that was a universal feeling as feedback from the attendees was overwhelmingly positive, with an overall average satisfaction rating of 97%.

## Content

The two-day conference featured 36 sessions, including keynotes, breakout sessions, and lightning talks that had a mix of executive and technical content.

Some of the highlights as noted by attendees:

- Women in Tech panel led by Jeanne Glass (VirtualZ), Julie Bergh (Rocket Software) and April Hickie (BMC)
- COBOL sessions (all of them) - Derek Britton (Micro Focus), Jessielaine Punongbayan (Broadcom), Richelle Anne (Broadcom) and Shmael Pazniak (EPAM Systems)
- Open Mainframe Project sessions - Polycephaly (Jerry Edgington - Western & Southern Financial Group), Feilong (Mike Friesenegger - SUSE) and Ambitus (Joe Bostian - IBM)
- New Mainframer Journey - Joe Winchester (IBM), Robbie Avill (IBM), Jessielaine Punongbayan (Broadcom), Simge Helvaci (IBM)

## Diversity & Inclusion

Open Mainframe Project is committed to diversity and inclusion. As mentioned in John Mertic's keynote on Day 1, 30% of the Open Mainframe Project leadership is female. As we planned the Summit, we wanted to be sure to include as many diverse speakers as possible.

Open Mainframe Summit 2020 drew attendees from 43 countries. Additionally, 21% of attendees were women and gender non-conforming, out of 77% respondents.

Overall, there was a really good mix between students and new developers (42%) and seasoned professionals (51%).

## Networking

Attendees were able to utilize the Open Mainframe Project Slack workspace to chat about everything from a specific session track to sponsors and connecting to new community members. A total of 224 new members joined the workspace the week of the event and more than 5,400 messages were sent.

## PR & Marketing

In terms of public relations, our goal was to invite all of the media and analyst folks who had engaged with Open Mainframe Project or covered our news in the last two years with the hopes that at least 10 would attend the conference. By the end of the conference, 18 media, analyst, and influencers were registered thanks to the relationship the Linux Foundation had. Broadcom and Rocket Software also helped leverage their relationships and helped enroll a few analysts and influencers.

The list included Steven Vaughan-Nichols (ZDNet), Dan Meyer (SDxCentral), Keelia Moeller (IBM Systems Magazine), Christine Hall (Data Center Knowledge), Trevor Eddolls (IT Toolbox), Cynthia Artin (IoT Evolution World), Gavin WhiteChurch (Topio Networks), Arti Loftus (IoT Evolution World), Shrey Fadia (TMC), Tymirra Smith (TMC), Reece Loftus (freelancer), Juhi Fadia (TMC), Dez Blanchfield (Social Influencer), Leah Friberg (Social Influencer), Swapnil Bhartiya (The Fourth Industrial Revolution), Neil Cattermull (social influencer), Arnal Dayaratna (IDC) and Thomas Klinect (Gartner).

Additionally, Swapnil Bhartiya, editor in chief for The Fourth Industrial Revolution, was Open Mainframe Summit's sole media partner. As part of this media sponsorship, he interviewed 18 speakers and OMP project leaders and [created 12 videos that were posted before, during and after the conference](#). The videos will be added to the Open Mainframe Project Youtube channel for additional promotion.

At the Summit, Open Mainframe Project [announced its record growth](#) with five new projects (CBT Tape, GenevaERS, Software Discovery Tool and Mainframe Open Education), a new COBOL Working Group and Micro Focus as a new member. The news was mentioned in the keynotes and throughout the conference in various sessions.

Open Mainframe Project also collaborated with IBM to amplify the [20 year anniversary of Linux on Z](#) and IBM's Z Day, which took place on September 15. IBM promoted the Summit heavily during their conference including mentioning it in a keynote, inviting John Mertic to speak and mentioning it in several sessions.

Additionally, as part of the collaboration, IBM gifted Open Mainframe Summit tickets to students that completed a certain level of the "Master of the Mainframe" challenge. Around 136 students registered for the Summit after attending IBM Z Day that prior day.

In terms of marketing, we were pleased to see several Open Mainframe Project members join the event as sponsors - Broadcom, IBM and Rocket Software as Platinum; SUSE and Vicom Infinity as Gold and Micro Focus as a Silver sponsor. Their commitment to the project and this event spoke volumes about their leadership and stewardship. In fact, not only did Micro Focus sponsor the event but it also joined the project.

## Conclusion

Overall, the feedback about Open Mainframe Summit has been overwhelmingly positive. From the content to the speakers to the ease of use of the platform, the attendees were happy with the inaugural conference. It was a good first event and will most certainly be one of the milestones for 2020.

Open Mainframe Project was pleased with the member sponsors who saw value in the first-ever event; members of the program committee who helped develop a strong program that balanced executive tracks with technical sessions and a wide range of diverse speakers and topics within those categories as well as all members who helped promote the event internally and on their social networks.

Based on the feedback received, while there are lessons learned, we believe that Open Mainframe Summit was a success and something that we would like to continue annually. Whether it will be virtual, in-person or a mix next year is still to be determined. But no matter what the outcome is, we look forward to another stellar event in 2021.

A snapshot of event demographics and survey results are below, in addition to social and media highlights.

## Event Demographics

**Total Registration:**

**384**

290 (76%)  
attendance  
rate

Attendees  
from



**43**  
**Countries**

**46%**

of attendees came from  
the **United States**

**Other countries** with a sizeable  
audience at the event include:

**16%**

India

**7%**

Brazil

**5%**

UK

**3%**

Canada

**176**

Companies  
**Participated**



**1,217 Total leads** captured  
at virtual exhibit booths, an  
**average of 174** leads per booth

**Attendee**  
Demographics



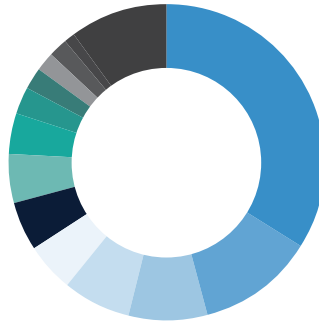
**73%**  
Men



**21%** Women &  
Gender Non-Conforming

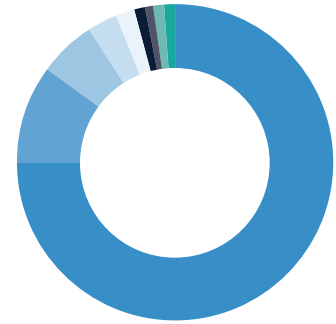
6% prefer not to answer

# Attendee Demographics



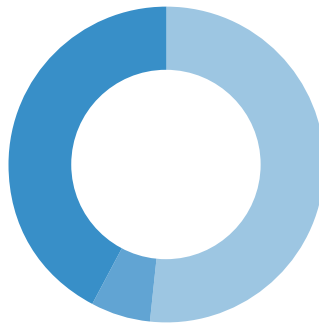
### Attendee Job Function

- Student **34%**
- Architect **12%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **8%**
- DevOps/SRE/Sysadmin **7%**
- Executive Leader **5%**
- Manager - Technical Teams **5%**
- Marketing **5%**
- Systems/Embedded Developer **4%**
- Media/Analyst **3%**
- Manager - Other **2%**
- Product/Biz Dev **2%**
- Professor/Academic **2%**
- Manager - OSPO **1%**
- Other **10%**



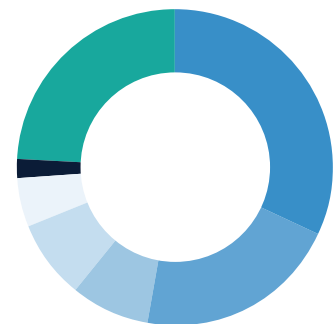
### Industry

- Information Technology **75%**
- Financials **10%**
- Non Profit Organization **6%**
- Professional Services **3%**
- Telecommunications **2%**
- Energy **1%**
- Health Care **1%**
- Industrials **1%**
- Materials **1%**



### Years of IT Experience

- 0-4 Years **42%**
- 5-9 Years **6%**
- 10+ Years **51%**



### Job Level

- Academic **32%**
- Individual Contributor **21%**
- Director **8%**
- Manager **8%**
- CXO/ED **5%**
- VP/SVP/GM **2%**
- Other **24%**

## Resources

[Videos \(YouTube\)](#)

## Year-Over-Year Comparisons

This comparison will continue to expand as we do events in future years. We look forward to seeing these stats grow.

### Registration

TYPE	2020
Total	384
Attendee	164
Academic	144
Media	17
Speaker	49
Sponsor	10
Staff	10

### Sponsorship

SPONSOR LEVEL	2020
Platinum	3
Gold	2
Silver	1
Academic	0
Total Unique	6



## Top 5 Sessions

1. **OMP Mentorship Project: Summer Internships and Beyond** - Robert Dahlberg, Virginia Commonwealth University
2. **Automatic Installation of Linux on Z with Tessia** - Alexander Efremkin, IBM
3. **Open Source Infrastructure-as-a-Service Automation for IBM z/VM** - Mike Friesenegger, SUSE & Ji Chen, IBM
4. **COBOL and the Modern Mainframe Movement** - Jessielaine Punongbayan & Richelle Anne Craw, Broadcom
5. **Keynote: Creating an Innovation Layer on the Mainframe: Modern, Smart, Open, and Secure** - Milan Shetti, President, Z Systems Business Unit, Rocket Software

## Attendee Feedback

"I liked the Forum a lot, it was **really well organized**, and in fact, the more online activities I've attended during these months, the more I like them."

"**It was a pleasure and the platform worked well** and there were interesting discussions in many of the sessions I attended - it was a long day from an 8am start in the UK through to past midnight - as I wanted to monitor the quality of those sessions I supported in the programme committee"

"I've done about a half-dozen of these virtual workshops over the summer and this one was **certainly better organized than most**. Many thanks!"

"**Excellent keynotes**, the "mechanics" of the virtual conference worked very well."

"**Good format for the Q&A session after the talks** with the live video screen."

# Online Reach & Traffic

## Social Results

Timeframe from Sept 16-17  
(Open Mainframe Summit event week)

- 31,314** @OpenMFProject impressions
- 560** total @OpenMFProject engagements
- 89** @OpenMFProject retweets
- 498** @OpenMFProject mentions

And, for the entire month of September

## YouTube

As of September 30 the Open Mainframe Summit Virtual session videos (40 in total) have garnered more than 238 views.

## Twitter Moments

Day 1



**OpenMainframeProject**  
@OpenMFProject

At #OpenMainframeSummit today, @OpenMFProject announces record growth with the launch of #CBTTape, #GenevaERS, #Mainframe #OpenEducation, #SoftwareDiscoveryTool, a #COBOL WG and we welcome @MicroFocus to the ecosystem. Learn more: [bddy.me/32CDc10#opensource](http://bddy.me/32CDc10#opensource)

Open Mainframe Project Announces Record Growth with the Launch of **Four New Projects**, a **COBOL Working Group** and **Micro Focus** as a New Member



Day 2



**OpenMainframeProject**  
@OpenMFProject

#openmainframesummit Panel: Observability in Mainframe DevOps featuring Julie Bergh, WW Security Lead @Rocket, April Hickel, AVP, Product Management @RSM\_Partners, and Jeanne Glass, Founder and CEO Virtual Z Computing #mainframes #Zowe #opensource



## Press Coverage Highlights

[Bringing COBOL to the Modern World](#) - Linux.com, October 1

[Still not dead: The mainframe hangs on, sustained by Linux and hybrid cloud](#) - NetworkWorld, Sept 23

[Open Mainframe Project Launches a COBOL Working Group](#) - Database Trends & Applications, Sept. 21

[Open Mainframe Project Announces Record Growth with the Launch of Four New Projects, a COBOL Working](#) - Enterprise Systems Media, Sept. 18

[Open Mainframe Project launches four new projects](#) - SD Times, Sept. 18

[Micro Focus se integra en Open Mainframe Project](#) - IT User, Sept. 17

[At the Intersection of Mainframe and Open Source, Linux Foundation's Open Mainframe Project Reports Record Growth](#) - TechZone 360, Sept. 16

[Open Mainframe Project announces 4 new projects](#) - TFIR.io, Sept 16

[IBM Z and Linux Innovation: 20 Years and Counting](#) - eWeek, Sept 15

[The Fourth Industrial Revolution](#)

[What is Open Source Polycephaly?](#) - Sept. 23

[Bringing Cloud Foundry KubeCF To Mainframe](#) - Sept. 20

[Meet Feilong, An Open Source z/VM Cloud Connector Project](#) - Sept. 18

[Mainframe Open Education and Mentorship](#) - Sept. 16

[GenevaERS Goes Open Source](#) - Sept. 16

[Should Modern Developers Care about Mainframe?](#) - Sept. 15

[Women of Mainframe - Observability in Mainframe DevOps](#) - Sept. 14

[VIVA: An Open Source Competitor to Siri & Alexa](#) - Sept. 14

[Meet the 2020 Zowe Hackathon Winners](#) - Sept. 11

[First Open Mainframe Summit](#) - Sept. 8

