



Welcome to

# The BMC Executive Briefing Center



---

Executive Briefing Center

# Welcome

to BMC Software

Welcome to the BMC Software Executive Briefing Center. We know your time is valuable and we appreciate you sharing it with us today.

During your visit, we'd like to learn more about the challenges and opportunities you and your organization are facing. We're also looking forward to sharing with you the extraordinary value BMC solutions are providing to the best run IT organizations around the world.

Your time as our guest is designed to facilitate a meaningful exchange of information and to help you get to know some of our great employees, who are passionate about helping our customers achieve their business goals.



**Bob Beauchamp**

Chairman of the Board and CEO





# The BMC Executive Briefing Center

is waiting for you

You won't get a sales pitch.

You'll get serious questions, honest insights, and attentive problem solvers.

You'll get proven ideas about what you can do, what you can change, and what we can deliver to impact your business today and in the future.

You'll hear about our experience, our solutions, and our commitment to digital transformation and customer success.

But even *that* is still not the most important thing.

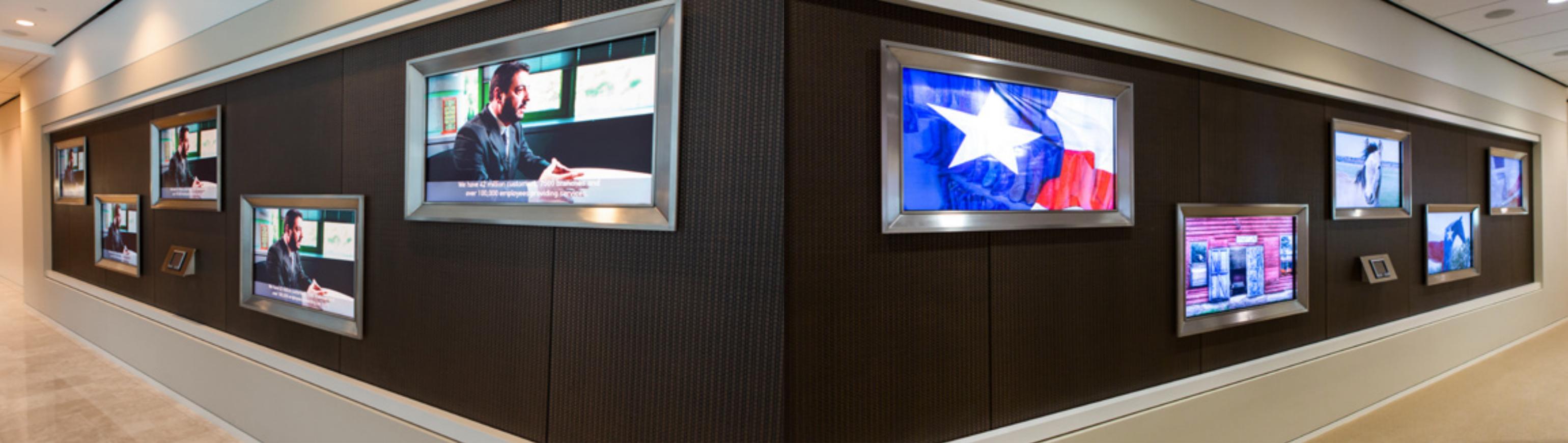
The most important thing—  
**Our guarantee**

When you come to our Executive Briefing Center, you'll hear directly from our experienced solutions experts, who will share their passion and their commitment to solving today's IT challenges. They'll discuss your specific IT management issues and goals in context with current examples from other customer successes.

You'll learn how people like you, from every industry and every part of the world, have used our intuitive and industrialized solutions to power innovation and achieve competitive advantage for their businesses.

And we guarantee that we'll empower you to do the same.





# The BMC commitment to you

BMC brings IT to life as the DNA that helps transform digital enterprises for competitive business advantage.

Our intuitive solutions provide the best experience for the people in IT, and for the consumers of IT.

Our solutions enable high-speed innovation of new customer experiences, applications, and services.

We provide industrialized solutions, from mainframe to cloud to mobile, that optimize IT performance, cost, and productivity.



# Our investment is in your future

In fact, our investment in R&D has reached over \$600 million in just four years.

We are committed to building scalable, intuitive, and industrialized solutions that enable high-speed innovation and best-in-class customer experiences, no matter your platform or resources.



The Award Winning EBC—  
**What we do  
better than  
anyone**



BMC's Briefing Program has been recognized year after year for world class achievement by the Association of Briefing Program Managers. Our facility was recognized for Excellence in Design by the American Society of Interior Designers.



You'll find cutting-edge thinking combined with state-of-the-art technology in our award-winning Executive Briefing Center (EBC).

# Up close and personal

The EBC is the place to come to explore the value of BMC solutions and the expertise of BMC executives and subject matter experts who have helped some of the best-run IT organizations in the world.

Our goal is to enable all customers who visit the EBC to not only learn the value that BMC solutions offer, but also gain a better understanding of what it means to do business with BMC Software.

We hope you'll visit us in Houston to further strengthen our partnership and leave with the knowledge and the confidence that together we can achieve your IT and business goals.



**“The headquarters are impressive and demonstrated signs of a successful company and a valuable IT software partner. I was impressed at the quality of discussions and the availability of talented individuals who are part of the BMC family.”**



**“Excellent event. Educational, inspiring, and motivating!”**

“I would like to thank you, and all of the BMC Software Briefing Team members for the great event! It was a very helpful and informative event for us. We have got a lot of useful information about the BMC software solutions and how your solutions can support us in improving our IT service management landscape.”

“Very, very good! This presentation caused me to re-think some things. Asked some questions, got some answers, and will bring some ideas back to my shop.”

# Bring IT to Life

2101 CityWest Boulevard  
Houston, Texas 77042 USA  
+1 800 841 2031  
[www.bmc.com](http://www.bmc.com)



---

Executive Briefing Center