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Customer Stories Drive BMC Revenue

Customer Connect Program Reaches Milestone in Customer Reference Impact

DENVER, October 7, 2012 – Customer references directly impact revenue, margin and cash flow in very powerful and provable ways. Customers who feel confident are more likely to buy more from a vendor, and more likely to sign a purchase order faster.

BMC Software (NASDAQ: BMC), a [Point of Reference](#)® client, influenced more than \$65 million in revenue in fiscal year 2012 through the success of their Customer Connect reference program, powered in part by the ReferenceStor™ reference management system from Point of Reference. The milestone represents a significant achievement for BMC and serves as a reflection of the satisfaction of BMC customers.

The Customer Connect team is charged with building and maintaining a database of customers who have achieved success in business because of their use of BMC solutions. As a member in the Customer Connect reference program, customers may benefit by having access to the following:

- A network of member customers for best practice sharing and problem solving
- Product education programs based on level of program participation
- New product beta programs

Additionally, customers in the reference program have the opportunity to share their experiences with existing and potential buyers.

In 2008, the Customer Connect team sought to elevate its program's efficiency and impact, which led to a variety of process improvements that catapulted the program from average to exceptional in only four years. The processes are supported by purpose-built customer reference management software, ReferenceStor™, which allows a small team to efficiently support a sales force of more than 2,000 globally.

"We couldn't do it without the right technology, and ReferenceStor is a key piece of the puzzle," Kim Ellis, manager of the Customer Connect program, said. "ReferenceStor helps us ensure that we don't over-use valuable reference customers and that we're using references in the opportunities where their story will best resonate with the prospect."

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