

# Case Study - BMC Software Executive Exchange Conference

## Company Environment

BMC Software is a leading provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC Software solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC Software has offices worldwide and fiscal 2005 revenues of more than \$1.46 billion.

## Business Challenge

With a desire to be the leading provider of enterprise management software solutions, BMC appointed Future Platform to conduct the key note presentation at their Key Client Executive conference.

BMC Software invited 50 of their top regional clients and their partners to Phuket, with the aim of reflecting the business's commitment to them, to showcase BMC Software's knowledge leadership and enable them to mix with peers across industries.

Future Platform tailored the presentation to mirror BMC Software's core message whilst creating an engaging and logical journey regarding the team's leadership and improving group performance.

## Evolution in partnership with Future Platform

After briefing Nigel on the core objectives, current organisational initiatives and customer feedback, BMC provided a list of key staff and nominated clients who would be attending. Nigel spoke to each to determine the alignment of their expectations for the experience. Once the core similarities, differences and challenges were determined, Nigel created a presentation focusing on the importance of CIO's using business based, customer focused language when expressing the value of relevant IT investment and maintenance.

## Business Benefits

With such a diverse and challenging audience (50% of the audience listened through a simultaneous interpreter), the need to retain the attendee's engagement and encourage participation was paramount. The following testimonials highlight the overwhelming success of the project:

*"We invested a lot of time and energy when inviting 50 of our top clients from the region to our executive exchange conferences. The idea is to reflect our commitment to them, to showcase our knowledge leadership and enable a good opportunity to mix with peers across industries. Nigel's alignment presentation created the glue we were looking for to pull this together. It was engaging, thought provoking and the clients loved it. It reinforced the core messages of BMC while delivering useful and entertaining information."*

*"BMC Software is a thought leader in the industry and this excellent presentation reinforced our position. With customers from China, Thailand, Malaysia, Manilla, Hong Kong and Korea it was a challenging audience, whom Nigel converted easily, even while using an interpreter. It was a highly successful contribution to our annual Executive Exchange conferences for key clients."*

*Simon Price, Vice President Marketing - Asia Pacific*