

BMC Software and Salesforce.com. Fuel Adoption of Cloud-based IT Service Management and Cloud 2

[Salesforce.com to now resell BMC ServiceDesk on Force.com to further accelerate momentum](#)

CLOUDFORCE 2010 SAN JOSE, Calif., June 23, 2010 BMC Software (NASDAQ: BMC) and salesforce.com (NYSE: CRM), the enterprise cloud computing company, today announced their strategic alliance is fueling the adoption of cloud-based IT service management and Cloud 2 applications by IT departments.

Customers are rapidly adopting the BMC ServiceDesk on Force.com solution for IT service management, an indication of the need among IT departments for cloud-computing apps that are collaborative and deliver access to data in real-time.

Further strengthening the strategic alliance between the two companies, salesforce.com is now reselling BMC ServiceDesk on Force.com to accelerate the momentum for Cloud 2 within IT departments.

Since BMC ServiceDesk on Force.com was announced in late April, hundreds of companies have signed up for the free trial or demo of the cloud computing solution, which will help them increase the value of IT operations and improve customer service without significant investments. BMC has also secured new customer wins, including Allied Wireless Communications Corp and Lumen21.

With ServiceDesk on Force.com, we're getting a consolidated service desk that is both simple and affordable, said Eduardo Don Jr., CEO of Lumen21, an IT consulting firm in Santa Ana, Calif. As a cloud-based ITSM solution from two industry leaders like BMC and salesforce.com, we're confident that the pay-as-you-go pricing and lack of hardware or software costs will help Lumen21 reduce costs and improve service levels for our customers.

The BMC ServiceDesk on Force.com solution offers customers consolidated service desk, self-service and inventory management capabilities delivered on the Force.com platform. The addition of Chatter social capabilities in Force.com, such as real-time feeds, status updates and profiles will foster stronger collaboration within IT departments and with internal users.

IT departments want to lead the shift to the Cloud 2 revolution, said Kendall Collins, chief marketing officer, salesforce.com. By offering BMC ServiceDesk on Force.com directly to our customers, we can deliver a world-class IT service management solution that has all the collaborative and real-time benefits of the next generation of cloud computing.

Through our resell agreement with salesforce.com, we are making it easier than ever for customers to simplify and automate their IT, said John McMahon, BMC's senior vice president for worldwide sales and services. Our combined sales teams are bringing BMC's cloud-based IT service management solutions to the world via the proven Force.com platform.

BMC ServiceDesk on Force.com is now available for sale from both BMC Software and salesforce.com. Visit the following link for a free trial. Register now to see the live webcast of salesforce.com Chairman and CEO Marc Benioff's keynote from Cloudforce 2010, which will also include a demonstration of BMC ServiceDesk on Force.com with Chatter functionality.

Business Runs on IT. IT Runs on BMC Software.

Business thrives when IT runs smarter, faster and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across both distributed and mainframe environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended March 31, 2010, BMC revenue was approximately \$1.91 billion.

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