



A Path to Success

**Join us for an
Executive Briefing**





Your Success

It's what drives everything we do at BMC.

A BMC executive briefing is a unique, customized experience that will facilitate collaboration and a meaningful exchange of information between your organization and BMC executives and solution experts.

During our time together, we will discuss your organization's business and technology objectives and explore how BMC can support you as you continue to deliver value as an innovator in your industry.

Together, we can help ensure your evolution as a growth-minded, Autonomous Digital Enterprise (ADE).

We look forward to partnering with you!

Your Briefing Experience

When you participate in a BMC executive briefing, you won't get a sales pitch. You'll get candid discussions and straightforward insights with attentive problem solvers.

You are the center of attention from beginning to end. From the design of the agenda and selection of discussion leaders to the briefing format and content, every detail is focused on making sure your objectives are met and your experience is exceptional.

We will design an agenda based on your organization's unique transformation journey, including topics such as:



Your evolution as an Autonomous Digital Enterprise (ADE)

- Drive innovation through agility, customer centricity, and actionable insights to deliver growth and thrive in a disruptive market

Solutions for the journey

- Strategize your ongoing enterprise transformation and learn how to take full advantage of the technology-enabled tenets of an ADE
- Explore optimal solutions from BMC and our partners as you consider the best technology to drive your journey

Fortifying your partnership with BMC

- Examine the range of opportunities to strengthen your ongoing partnership with BMC
- Consider ideas and strategies to ensure your ongoing success in an ever-shifting, disruptive world

The Briefing Process



1. Agenda design

- Your account executive will schedule a meeting with you to discuss your objectives and expectations.
- Based on your target agenda, the BMC team will draft your tailored agenda to address those objectives.

3. Day of the briefing

- The BMC team will orchestrate the event with event facilitation, production, and technical support.
- During the briefing, the facilitator will document action items and recommend follow up meetings as needed.

2. Discussion leader alignment

- Your account executive will schedule a meeting with your team and the BMC discussion leaders to ensure alignment.
- You will receive a briefing document to ensure an optimal virtual briefing experience.

4. Post briefing

- The BMC team will provide the briefing presentations and follow up materials.
- Your account executive will follow through to complete your post briefing experience.
- If desired, we will keep you informed of upcoming briefings that may be of interest to you.

A Global, Award-Winning Program Designed for You

While our program has won many awards, the most impactful achievements we celebrate are those attained by our customers. Each year, we host more than 1,000 customers in briefings. Participants routinely tell us that their confidence in BMC's ability to help them solve their challenges increases significantly as a result of their briefing experience. We are pleased to help enable our customers' journeys—and we look forward to doing the same for you.





Request a Briefing

To request a briefing, you can contact your BMC Account Executive or, just answer a few questions to help us get started:

[Request an Executive Briefing](#)

