

# PROVIDING CUSTOMER-CENTRIC SOLUTIONS THROUGH PARTNERSHIPS



As the business landscape continues to evolve in real-time, companies are urgently trying to evolve along with it. At BMC, we call this evolution to a digital world the [Autonomous Digital Enterprise](#), where technology, and specifically emerging technology such as automation, is integrated into every facet of the business. One of the tenets of that evolution is delivering a Transcendent Customer Experience that anticipates and adapts to customer needs. Our partners are critical to our ability to do that successfully.

As part of our commitment to consistently deliver an optimal, end-to-end, always-on, customer-centric experience, the BMC Partner Program engages an ecosystem of more than 600 worldwide partners to extend the reach of our solutions, provide additional services, and increase the value to our customers.

## Building the relationship

At BMC, our partner programs formalize our relationship with partners and encourage them to sell, deploy, and recommend our products and services. To best serve our customers' strategic requirements, we offer partner agreements that are beneficial to all parties.

As a solution provider to 84 percent of the Forbes Global 100 companies, BMC brings a revenue-rich portfolio of digital enterprise solutions, world-class training programs, sales and marketing incentives with attractive margins, and business management support. We also empower our

partners with the tools and resources to grow and succeed, including sales training, technical certification through BMC's PREP 7.0 program, strategic planning, and more.

## The changing marketplace

Our programs recognize that market transformation is ongoing, and we serve clients across on-premises, cloud, and hybrid environments. As the industry transforms, so do our partnerships, aligning to BMC's core initiatives of bringing our product groups together with a continued focus on moving to software as a service (SaaS).

We're in the second year of a multi-year transformation to a global and local indirect go-to-market (GTM) approach. The global program drives the overall program approach, where we collaborate with our regional teams and valued partners to work toward creating a Transcendent Customer Experience.

## Award-winning partnerships

In May 2021, we launched our updated BMC Partner Advantage Program, which, for the 16<sup>th</sup> year in a row, was designated a [five-star CRN Partner Program winner](#). The award recognizes leading technology companies' most distinguished partner programs that offer solution providers the best of the best and go above and beyond.

BMC continuously looks for opportunities to help our partners grow, and we are doubling down on the partner experience by streamlining the training required to achieve solution badges, providing greater access to solutions content, and enabling future transparency and tracking.

## Conclusion

We're committed to our partner community, and the BMC Partner Program is a critical component of BMC's GTM strategy as we help our customers evolve to become an Autonomous Digital Enterprise. Learn more at <https://www.bmc.com/partners>. In future posts, we'll explore our individual partner programs.