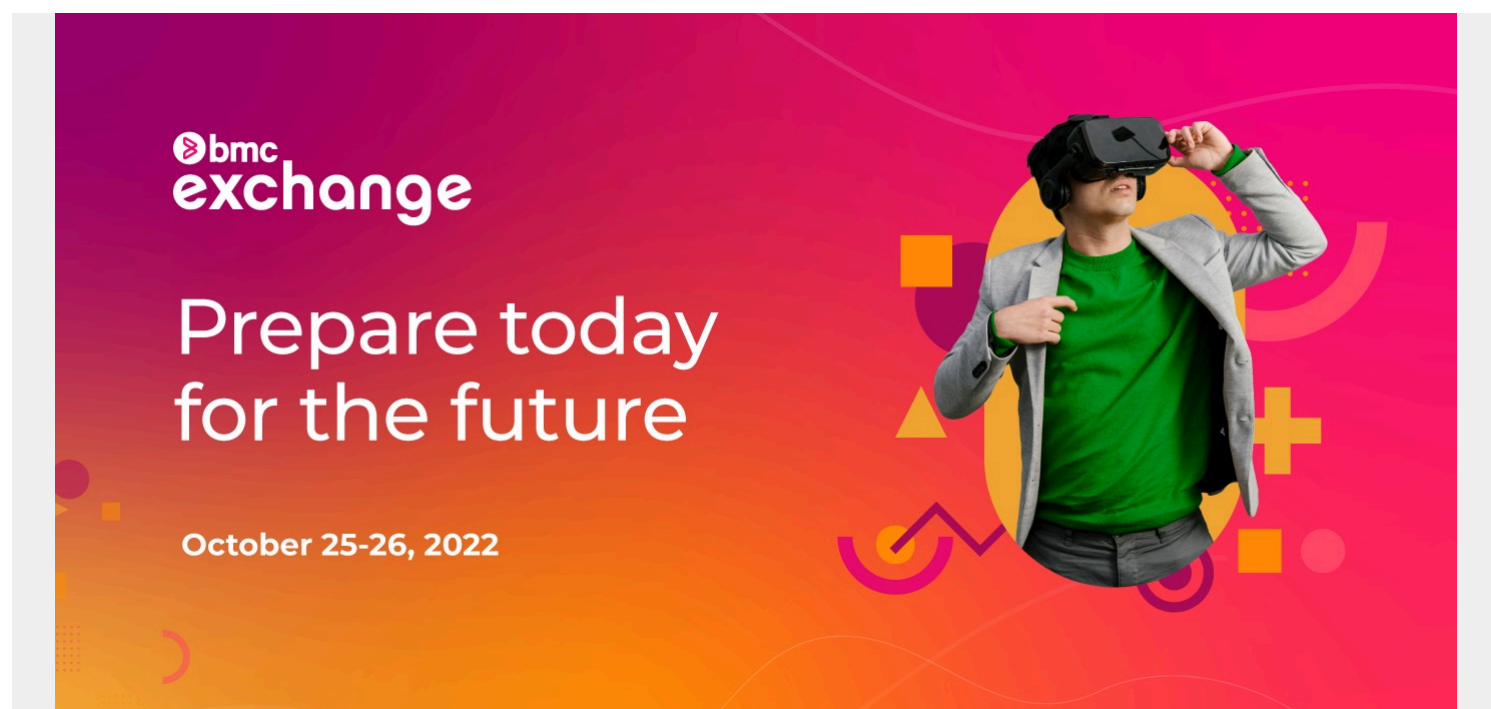


BMC EXCHANGE 2022 DAY ONE DELIVERED POWERFUL STORIES OF INNOVATION



We hope you were able to join us for an exciting, enlightening day of discussions from global innovators and technology leaders during Day One of [BMC Exchange 2022](#). Talk about agile and responsive! To respect the health and safety of all attendees, we adjusted programming to accommodate speakers who could not join us in Miami. Nevertheless, attendees in person and online were treated to sessions that featured BMC customers and partners showcasing their use of forward-looking technology in their [Autonomous Digital Enterprise](#) (ADE) journey.

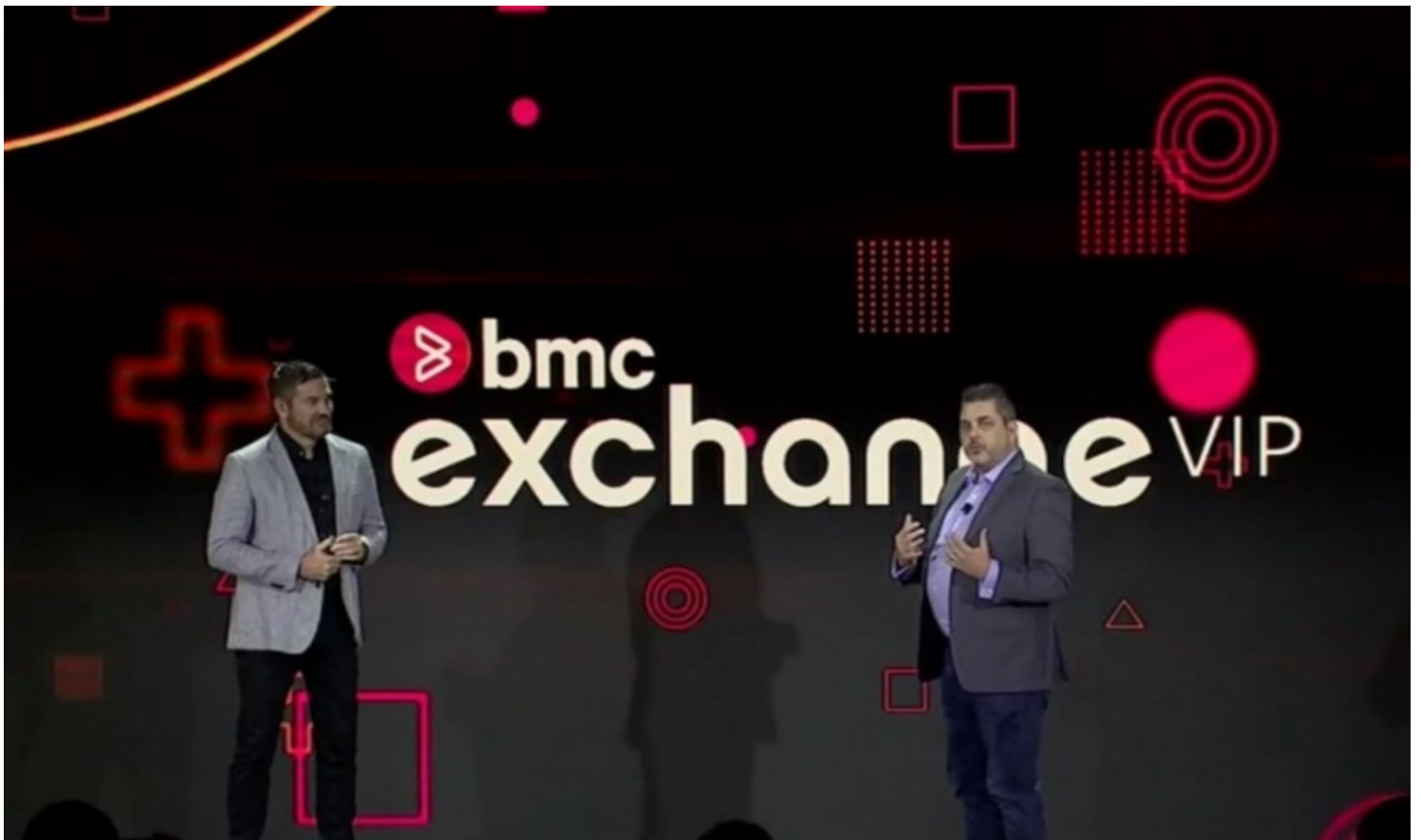
Here are some of the highlights.

Innovate Today for the Future with the New BMC

We opened with the unmistakable energy of BMC Chief Revenue Officer Jason Andrew, stepping in for BMC President and Chief Executive Officer Ayman Sayed, who was unable to attend in person but Zoomed in for a quick hello and welcome to attendees. Jason discussed how the new BMC is your partner for growth with strategy and innovation powered by technology. He also shared the ADE framework for a digital-first organization, explaining that an ADE embraces intelligent, automated, and interconnected technology to thrive in an era of constant change.



Next, Jason spoke with Otto Contreras, Deputy Chief Information Officer of the City of Miami, about how the city has used here technology and innovation to adapt its operations to changes brought about by the pandemic. BMC Area Vice President of Innovation Eric Anderson joined Jason onstage to explore the topic of predictive ServiceOps, which builds on BMC's strengths in service management and IT operations infused with machine learning and artificial intelligence.



Eric explained that ServiceOps is how BMC brings together its solutions that span discovery, AIOps, observability, intelligent automation, and seamless, adaptive operations. Check out the full keynote [here](#).

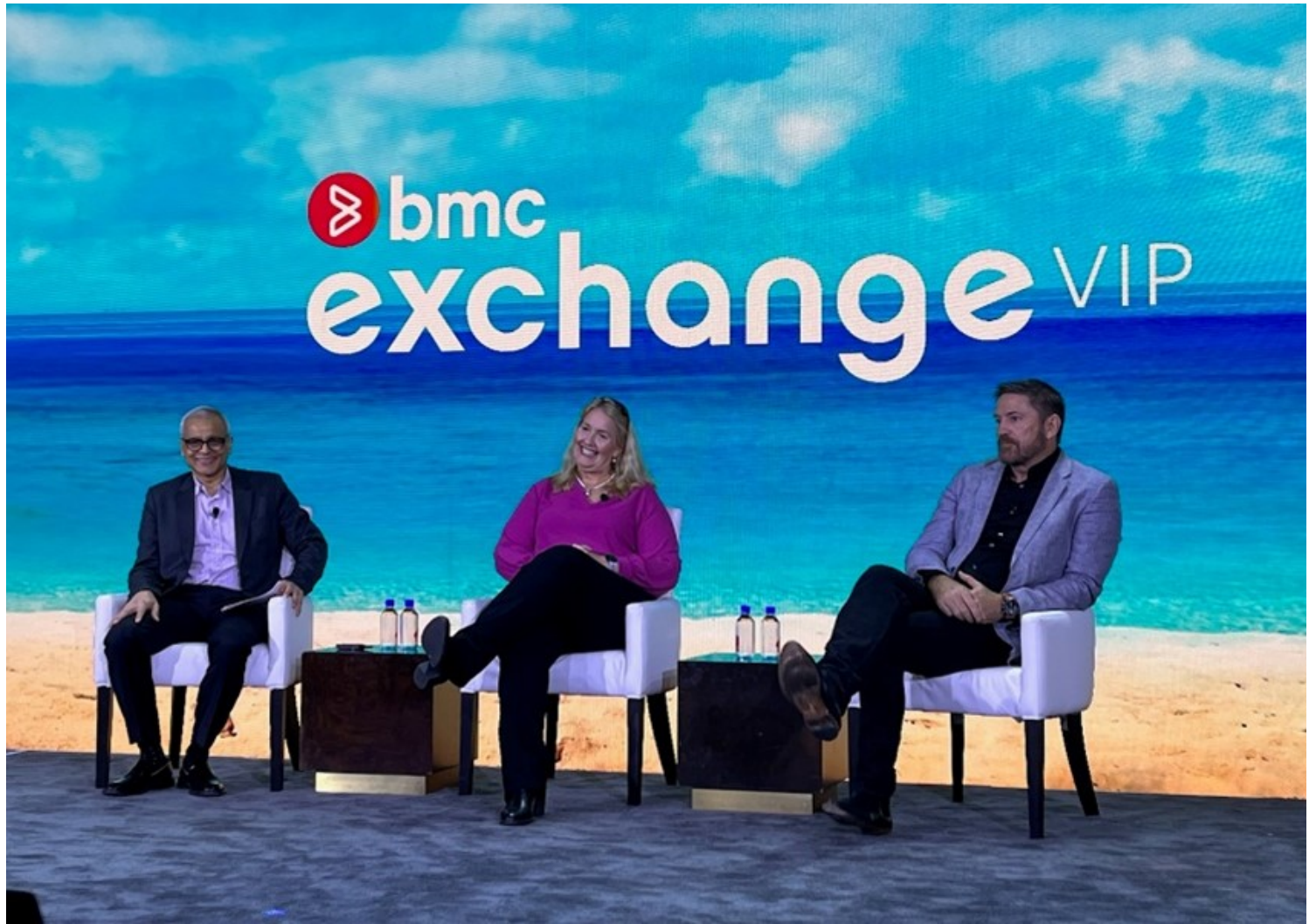
Capitalizing on Innovation Opportunities

Next, an Emmy award-winning journalist and author led a discussion with a leading business visionary, baseball hall of famer, and investor about switching gears from sports to business, and how putting family first and embracing diversity, equity, and inclusion (DEI) can embolden you to adapt and thrive when facing new challenges. Watch the replay [here](#).



Game-Changing Innovations Delivered

BMC Chief Product Officer Ali Siddiqui was joined by Google Head of Customer Engineering Roshni Joshi, Mastercard Vice President of Operations Kim Simon, and BMC Chief Revenue Officer Jason Andrew for a lively discussion on the latest BMC innovations that support the growth plans of global leaders and every ADE.



Roshni reiterated that Google Cloud Platform and BMC are creating a happy, multicloud world. The session concluded with the announcement of the winners of the 2022 BMC Innovation Awards—you can learn more about them tomorrow! Check out the full session [here](#).



Delivering the Ultimate Experience with BMC

BMC Vice President of Customer Experience Greg Schern chatted with hockey player, guitar strummer, and innovative IT leader Gregg Lowe, who is also Vice President of IT Operations at Boyd Gaming, about how every experience we have is digitally driven—from when you wake up to how you work and play. They also shared magic tricks and discussed the innovative solutions that deliver compelling digital experiences to engage employees and delight customers. And David Hicks, Group Vice President of ISV Business Development and Strategy at Oracle, shared insights on the evolving cloud experience. Watch the full session [here](#).



Revolutionizing DEI Engagement with CulturePop

DEI is a lifelong commitment, and no two people have the same experiences to inform their journey.

LIVE

Designed for Microlearning

to build leaders and improve cultures

CulturePop

bmc exchange

One-click learning Insights on the fly	Members only Reinforcing company content	Optimized for mobile Prompt thought
Fast participation levels People can fit it in	Best in class Content across the globe	Correct the forget Intention engines drive behavior

BMC influencers spoke with Retired Colonel Gregory D. Gadson, Co-Founder and Chief Strategy Officer of CulturePop, and Drew Bartkiewicz, Co-Founder and CEO of CulturePop, about their remarkable e-learning and engagement app that builds on your DEI knowledge and creates a more equitable world through technology. Watch the full conversation [here](#).



BMC Solution Highlights

Day One of BMC Exchange also included the debut of new features for two of our game-changing solutions.

[BMC Helix ServiceOps](#) brings service and operations management together with differentiated capabilities that provide a deep level of context and insight by:

- Protecting the business from the risk of outages and slow performance
- Scaling capacity with artificial intelligence
- Personalizing employee and customer experience
- Propelling innovation



[BMC Helix Control-M](#) is the industry-leading application and data workflow orchestration SaaS platform that responds to increased production demands with capabilities that help IT operations eliminate redundant, time-consuming tasks and risks. New updates simplify complexity by delivering:

- Advanced functionality and self-service interfaces
- Strategic, out-of-the-box integrations
- A single unified user view for all workflows and interfaces

Learn more about these new updates in our [press release](#).



Every single session of Day One was filled with surprises and valuable takeaways for attendees. Be sure to join us on Wednesday for Day Two of BMC Exchange! We'll have more exciting sessions from BMC leaders and savvy innovators and get fresh insights into how to lead in the future with new tech, realize the gains of a digital-first mindset, and bring the next and new to life. Join us online and free, starting at 9:30 a.m. ET at exchange.bmc.com.