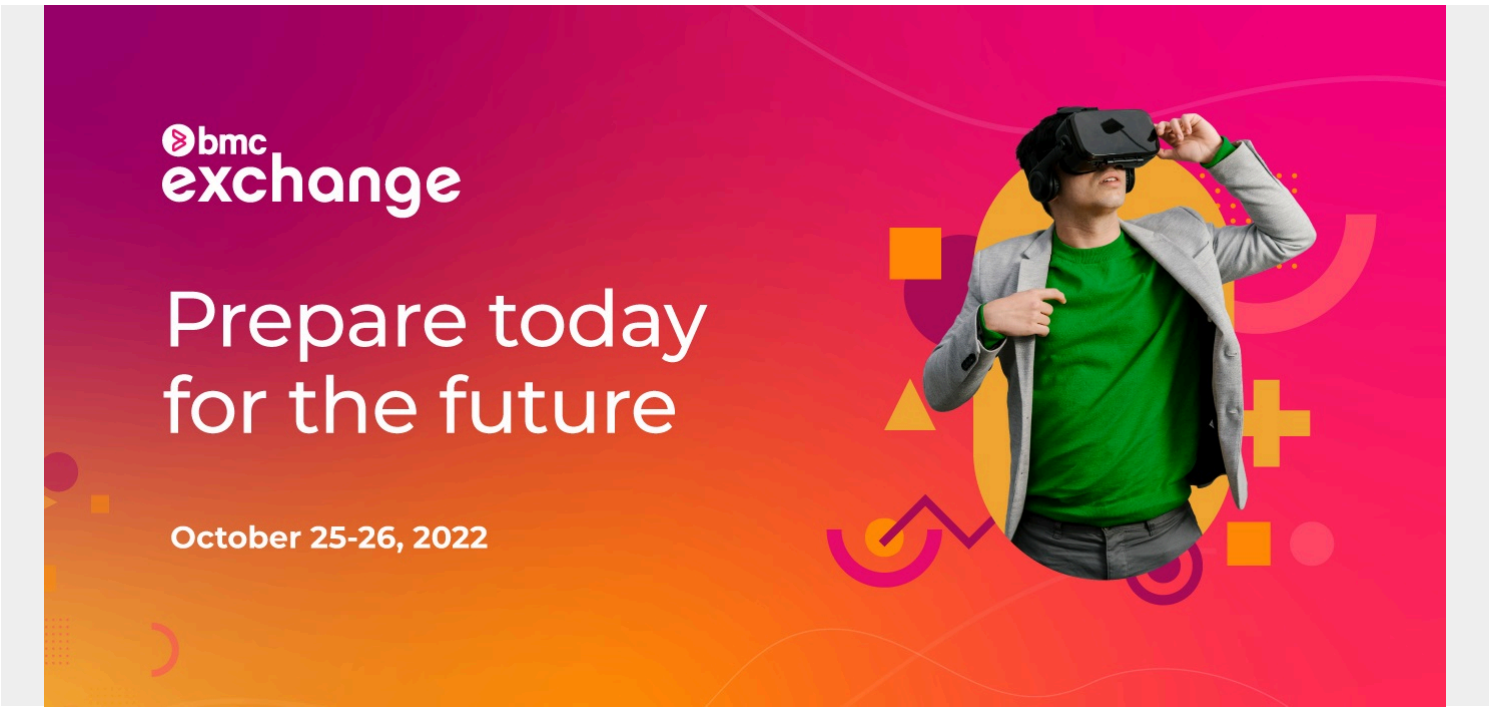
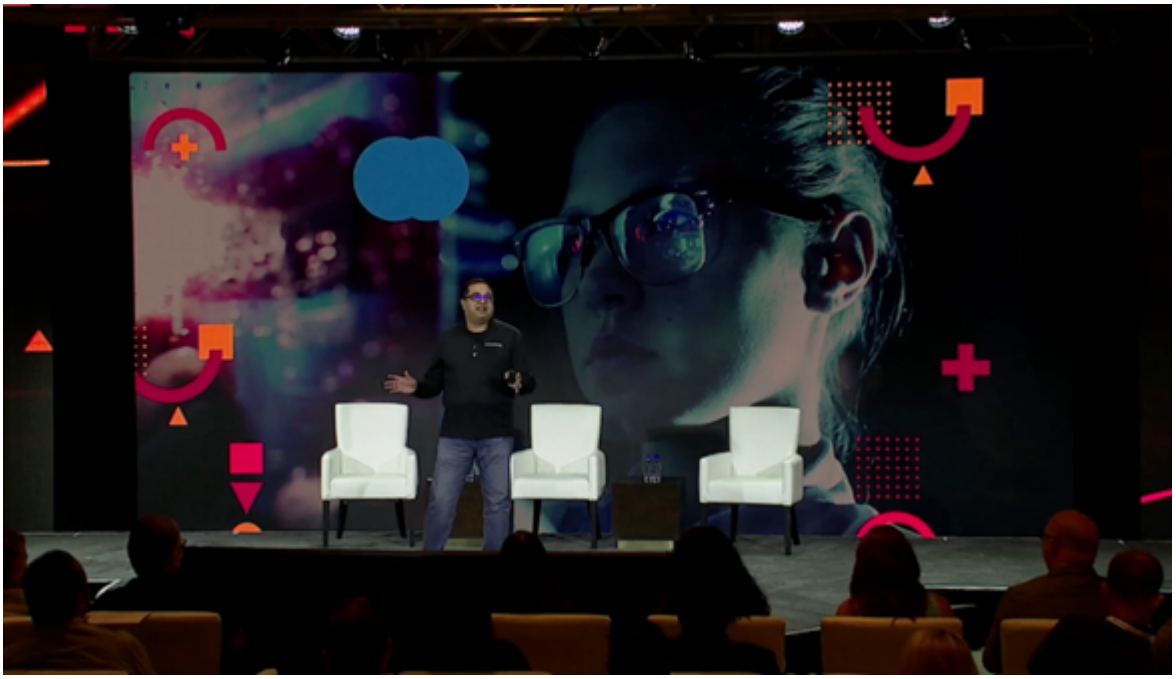
BMC EXCHANGE DAY TWO BROUGHT INNOVATION TO LIFE



That's a wrap on Day Two of BMC Exchange 2022! We hope you were able to join us for another fantastic day of exciting and enlightening discussions from your global peers, innovators, and technology leaders, but if you weren't, no worries! We have the highlights for you, and sessions are now streaming on exchange.bmc.com.

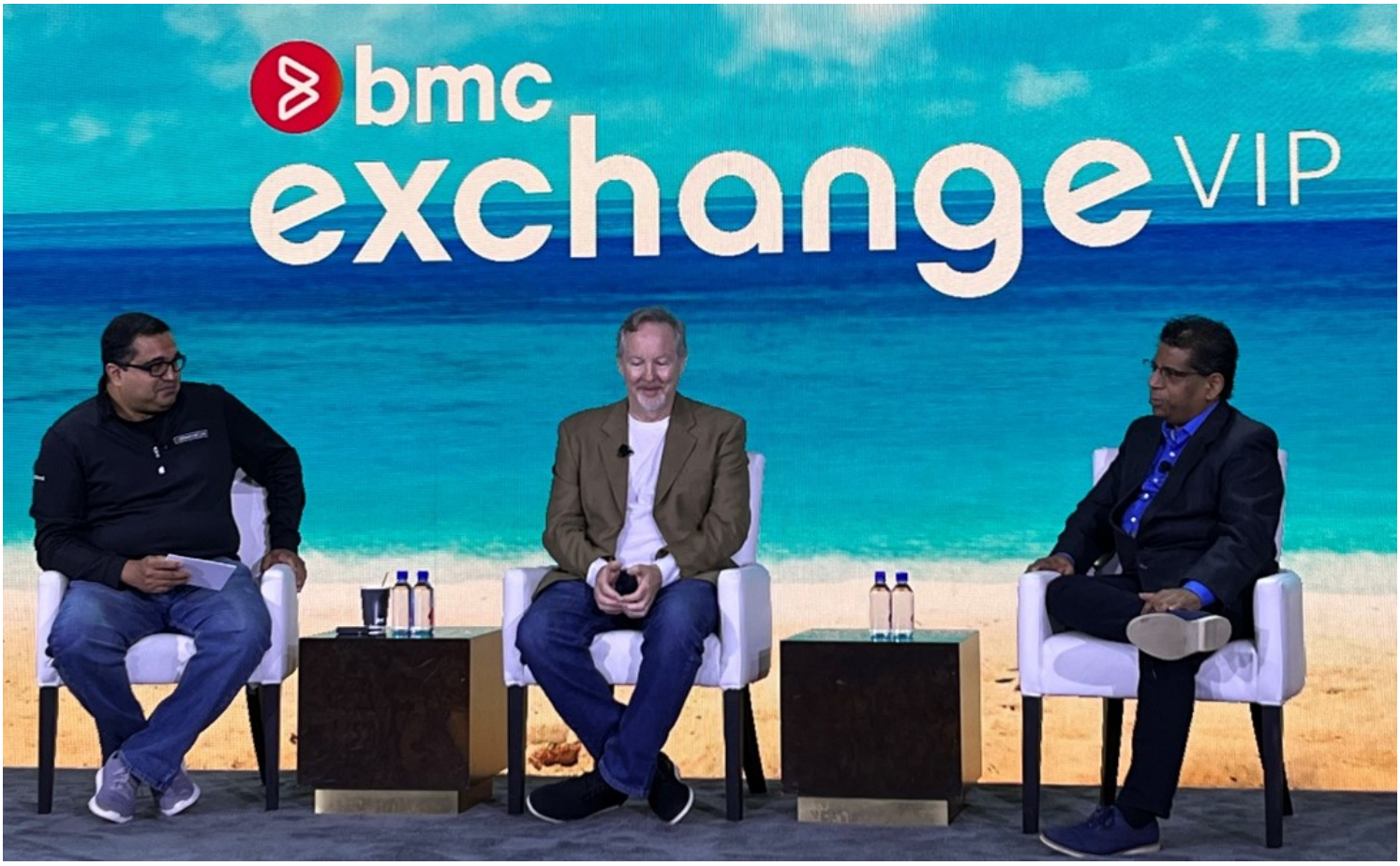
The theme for this year's BMC Exchange was "**Prepare today for the future**," and we're confident that attendees both in person in Miami and online gained insights and strategies for a digital-first future that focuses on innovation and leverages actionable insights, business agility, and customer centricity to conquer the opportunities ahead.



BMC: Your Innovation Partner

Today, we started by bringing BMC Chief Technology Officer Ram Chakravarti on stage. In his keynote, Ram discussed innovation culture and edge computing. Think about how many connected devices you have (security system, sprinkler system, doorbell camera, etc.) and is the answer more than ten? Ram asked the audience this same question and the hands went flying in a resounding yes.

The opportunity at the edge isn't just directly in the consumer space, he mentioned, but the business and enterprise space, as well, and it's a big focus for Ram and team in the BMC Innovation Labs. Ram was soon joined on stage for an oceanside chat with Cloud Wars Founder Bob Evans and Amazon Global Head of Industrial IoT and Digital Twin Partners Prabal Acharyya about the impact of innovation on hybrid IT, the industries exploiting new tech, and how to realize the gains of a digital-first mindset.



Learn how to “live on the edge” and reach for the sky (or multiple clouds) to accelerate your innovation initiatives by tuning into this session on demand here.



Following that great session, BMC Chief Revenue Officer Jason Andrew was back and joined by BMC customers and partners Todd Hamilton from Blue Cross and Blue Shield of Alabama, Mark Harrow from NTT Data, Chris Haynes from Raymond James, and Bernd Schwenk from ADVA Optical for an oceanside chat about the innovative solutions transforming their businesses. In this roundtable, they shared their stories about defining and delivering an experience that’s ready for the

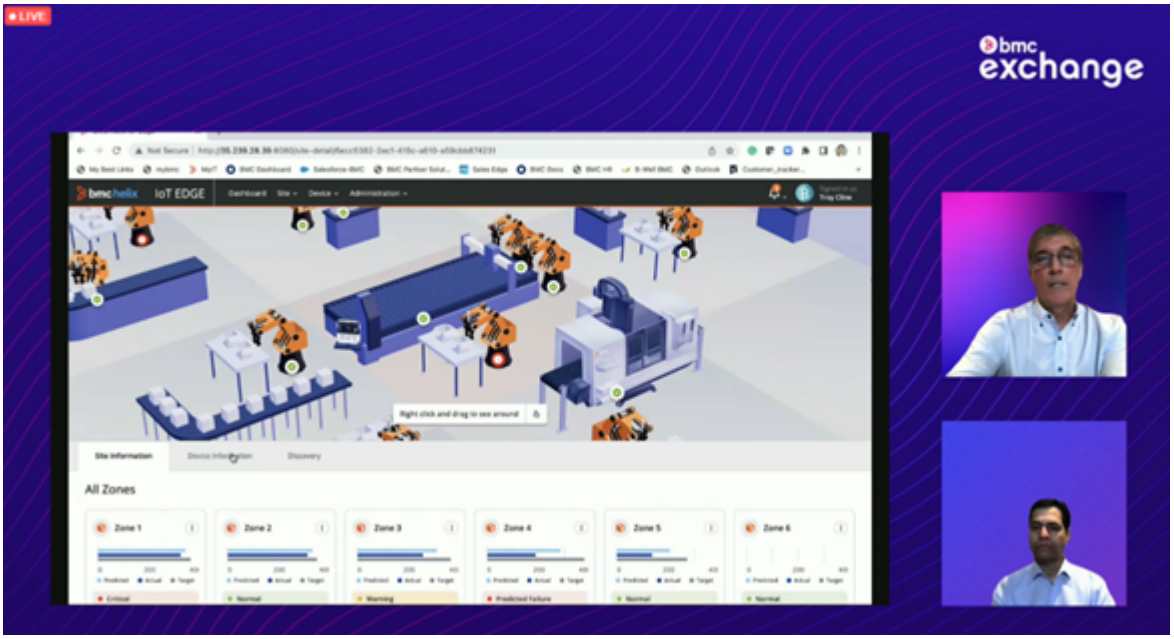
future, including making IT “easy” or as Mark said, “invisible.” They also discussed the need to create a digital-first culture and manage a hybrid IT environment, ending the session with some tips and advice for transforming into an Autonomous Digital Enterprise.



And on that note of innovative customers and partners, if you missed it yesterday during the “Game-Changing Innovations Delivered” session, we presented our BMC Innovation Awards to customers and partners who demonstrate a culture of innovation complemented by technologies that deliver tangible business results. We are thrilled to recognize The Hershey Company, Ericsson, Blue Cross and Blue Shield of Alabama, Mastercard, NTT DATA, and CyberMAK for their extraordinary customer focus and innovation. Read more about their stories here.

We had so many other great sessions today, including BMC roadmap previews for Control-M and BMC AMI/BMC AMI DevX, as well as a crowdsourced session on Control-M Workflow Insights recommended by a valued customer from our BMC Community.

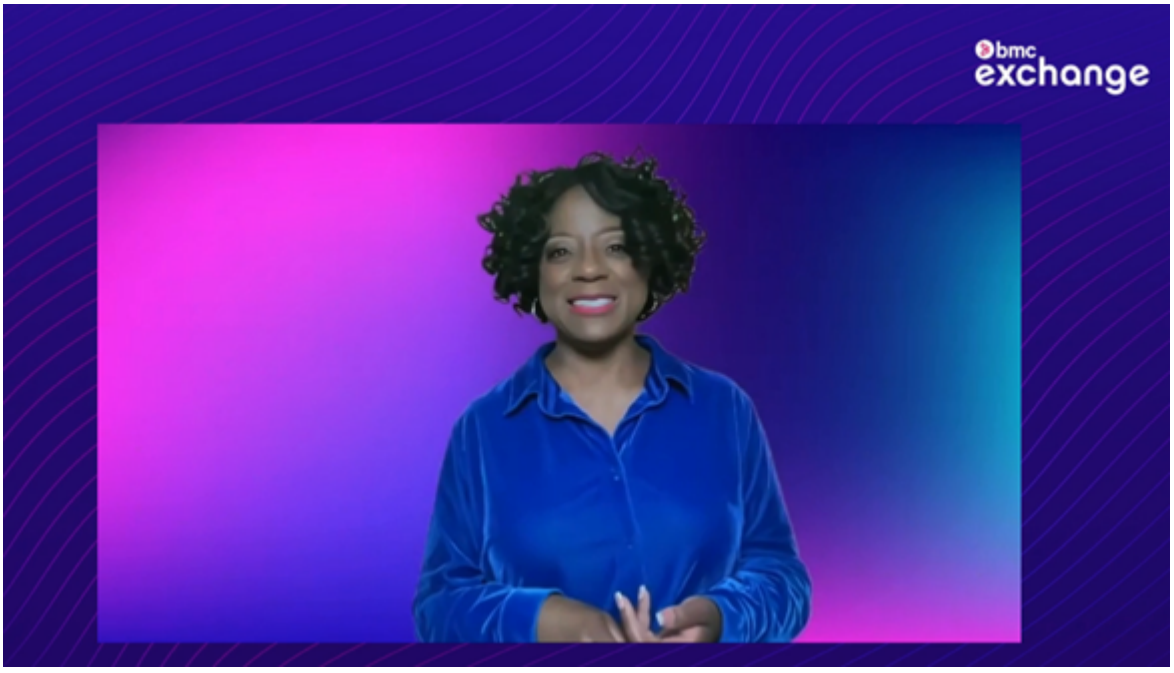
We rounded out the day with future-looking innovations, ways to improve nonverbal communication, and the steps BMC is taking to foster inclusivity through design.



Transform Your Enterprise OT and IT with Intelligent Edge and IoT

Sam Lakkundi, Vice President of Innovation at BMC, showed a sneak peek of BMC Helix IoT Edge, an incubation from BMC Innovation Labs that Ram Chakravarti set the background for in his keynote. Sam explained how BMC aspires to develop and produce AI-driven solutions at the edge that enable actionable insights. Describing use cases like observability at the edge, digital twin-driven predictive maintenance, and edge orchestration and remediation, Vice President of Innovation at BMC Troy Cline jumped into a demo of the solution.

Be sure to watch the full session here to learn how using the right edge computing and IoT platforms can help you achieve a cost-effective path to unprecedented innovation.

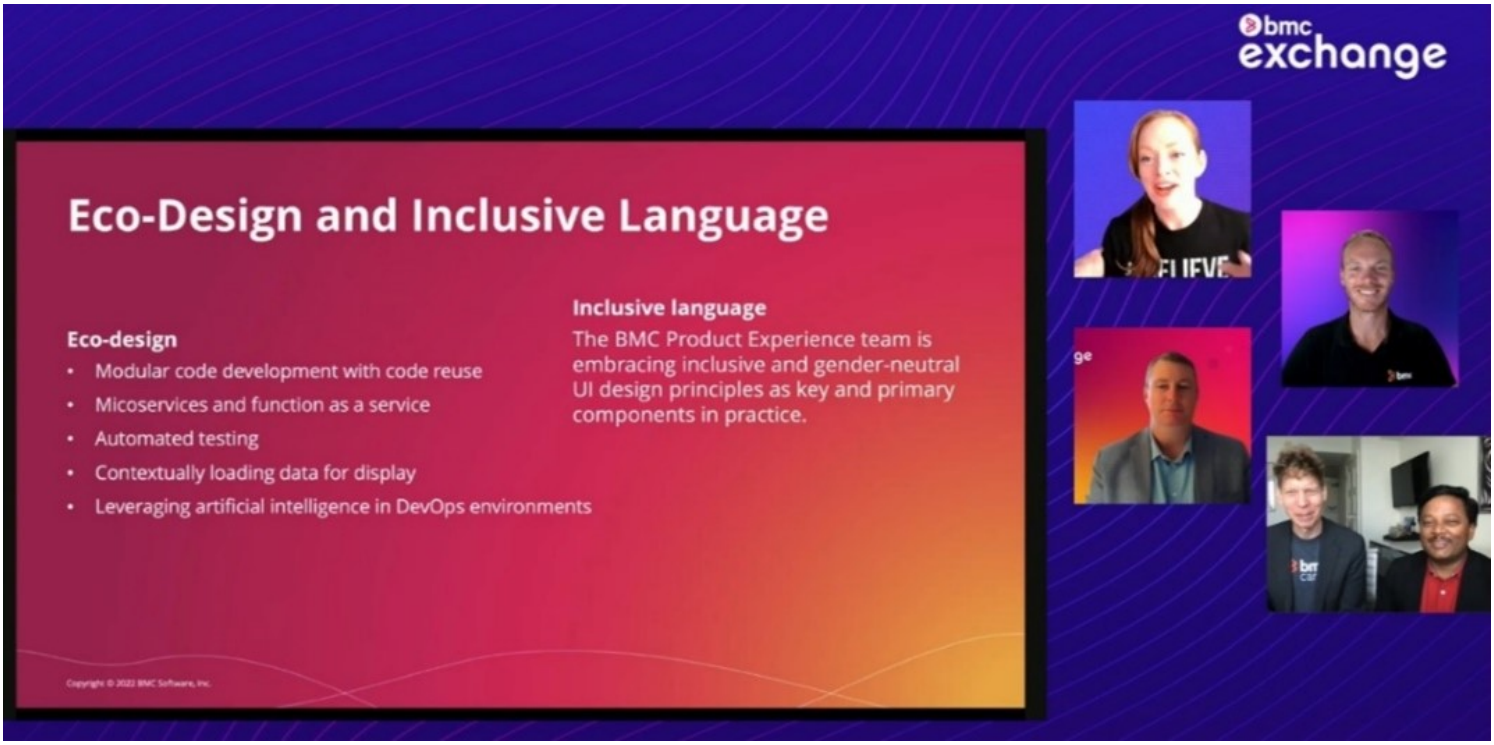


Super Connecting Through the Three Es of Nonverbal

Communication: Engage, Enlighten, and Enroll

We were so glad to have Linda Clemons, entrepreneur, sales coach, body language expert, and Chief Executive Officer of Sisterpreneur® Inc., at BMC Exchange today. Sponsored by BMC's Women in Technology and Business employee resource group, Linda helped participants understand how body language is different from any other form of communication and how to connect more deeply with others and build an inclusive culture by engaging in the mastery of the three Es: engage, enlighten, and enroll. We learned today that you have 60 seconds to make an impression on someone with your verbal and nonverbal communication and took away this sage piece of advice Linda offered, "Know everything you tell, but don't tell everything you know."

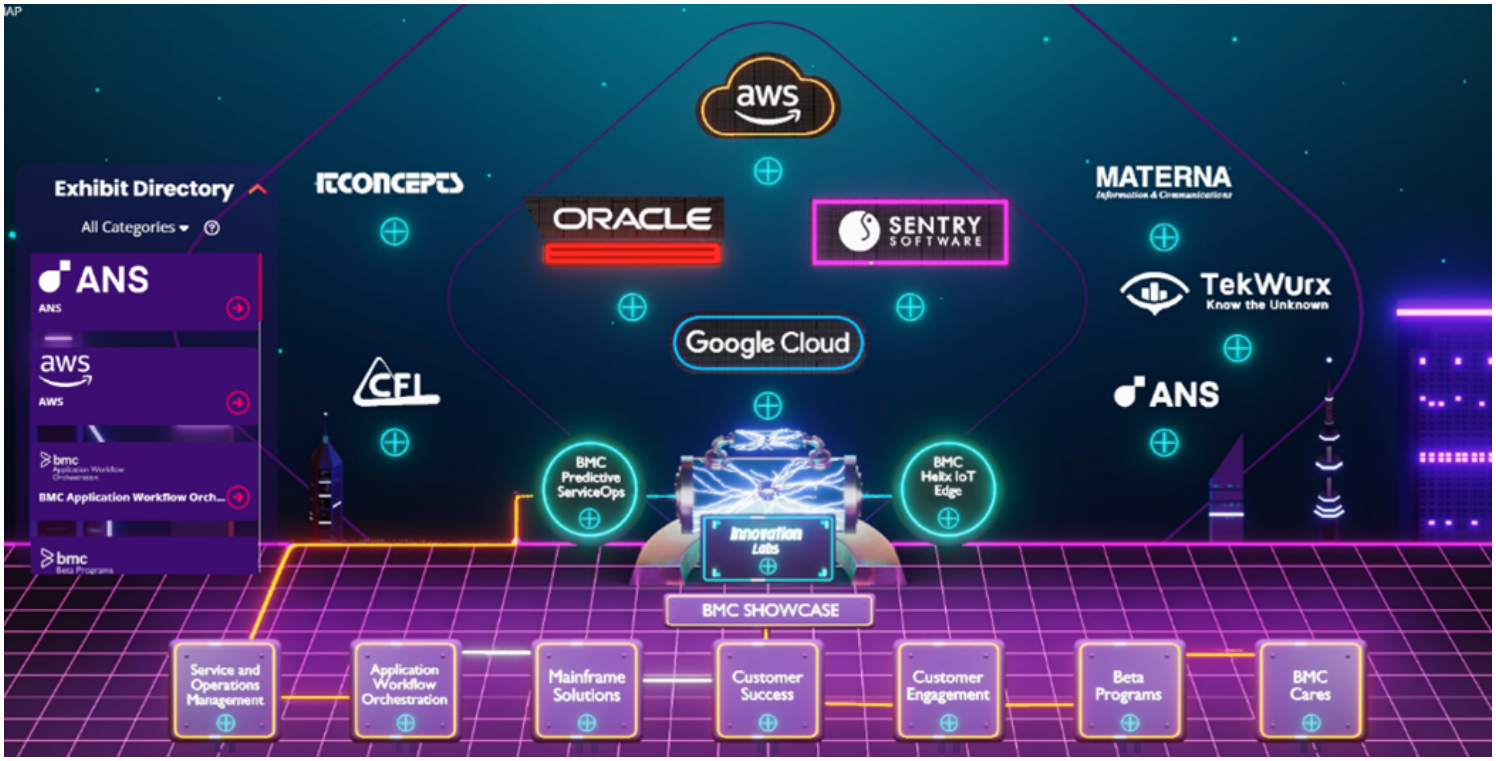
Check this session out to learn how to improve your nonverbal communication and get a great pep talk from an engaging speaker.



Fostering Inclusivity and Supporting ESG Initiatives Through Design

Another session we were proud to include this year was a panel of BMC visionaries from across the business discussing how to "Foster Inclusivity and Support ESG Initiatives Through Design." We all know environmental, social, and governance (ESG) considerations are a fast-rising business imperative, from thoughtful, environmentally considerate product design, through to the employee experience, and compliance with corporate and government regulations. We heard today in the panel how to attract and retain a workforce focused on ESG, how to design products and web pages to be accessible, and even how some of our own BMC products can ensure sustainability initiatives are being met.

Check out this session to learn how to make eco-design and inclusive language part of your product and developer environments and get some tips on where to start on your accessibility journey.



Thank You Sponsors

What would an event be without our amazing sponsors? Four of our influencer-level sponsors—AWS, Google Cloud, Oracle, and Sentry Software—held sessions on Day One. We want to give a big thanks for their support, and you can watch their exciting conversations on demand now at exchange.bmc.com. All BMC Exchange sponsors, including our innovator- and ambassador-level sponsors, had virtual booths for attendees to drop in and chat with representatives. Another big thank you to Materna, ANS, CFI, ITConcepts, and TekWurkx for their support. BMC had a few booths of our own, too. In one, we proudly showcased what's new in BMC Innovation Labs, and in our BMC Cares booth, we spotlighted Instant Wild, a project of the Zoological Society of London that empowers you to support vital conservation efforts by reviewing and identifying animals from live wildlife feeds online or through their app. Be sure to check them out and virtually volunteer.



We hope BMC Exchange 2022 delivered the insights you need to take on the future, and that you made some powerful new connections while having a great time, too. We can't wait to see you next year! To catch all of the sessions on demand, be sure to register today (did we mention it's free?) at exchange.bmc.com.