

GLOBAL INSIGHTS

LOCAL CONNECTIONS

Frequently Asked Questions

Q. What is BMC Exchange?

- A. BMC Exchange is a series of complimentary, one-day educational events for BMC customers, prospective customers, and partners. Each event focuses on topics and trends impacting today's multi-cloud environments, and how BMC solutions can help build your path to the digital enterprise, including updates on new releases, roadmaps, and helpful tips and best practices. Activities include keynote presentations by external speakers and BMC executives; breakout sessions led by BMC experts, customers, and partners; and an exhibition area featuring products and services from BMC and our partners.

BMC Exchange events are presented in English, although most content will be delivered in local language in China, Germany and Spain.

Q. Why should I attend BMC Exchange?

- A. The 2018 program offers multiple benefits for attendees:
- **Content:** By attending, you will gain new insights into global best practices around digital transformation, multi-cloud, and learn about new releases or updates to BMC products and solutions.
 - **Networking:** Connect with hundreds of your local peers, BMC partners, product experts, and more so you can continue the relationship post-event.
 - **Convenience:** BMC Exchange events will be held in more than 10 cities on four continents, including on the US Central and East coast.
 - **Affordability:** This event is easy to justify to your management because there is no cost to attend.
 - **Efficiency:** The single-day format minimizes your time away from the office.
 - **Choice:** Our flexible agenda enables you to focus on your specific interests. After the keynote program, choose from four or more session tracks and a range of exhibits from BMC and our partners.

Q. Who will benefit from attending BMC Exchange?

- A. The program is designed to appeal to a wide range of audiences, from IT professionals who implement and use BMC solutions, to architects, developers, managers, directors, executives, and consultants.

Q. What is the schedule for BMC Exchange FY2019?

A. The program runs from May 2018 through December 2018:

Federal Exchange	May 9, 2018	Washington, DC (Marriott Marquis)
Exchange Chicago	June 13, 2018	Chicago, IL (Morgan MFG)
Exchange New York	October 18, 2018	New York, NY (Center 415)
Exchange Madrid	October 25, 2018	Coming soon
Exchange UK & Ireland	October 30, 2018	London, England (Westminster Park Plaza)
Exchange Munich	November 6, 2018	Coming soon
Exchange Riyadh	Coming soon	Coming soon
Exchange Dubai	Coming soon	Coming soon

Q. How does BMC Exchange fit into the overall line-up of BMC events?

- A. BMC Exchange plays a pivotal role in our educational outreach to customers, prospective customers, and partners in major markets worldwide.
- Based on the success of the BMC Exchange program in 2017, the one-day, no-cost format of BMC Exchange events makes it easier to justify, and their proximity to your home location makes it more convenient.

Q. How can I get the latest updates on BMC Exchange?

- A. BMC will begin publicizing these events through multiple channels throughout 2018. We encourage you to bookmark the BMC Exchange [website](#) and visit periodically for updates on track sessions, sponsors, and more. We will be sending out email communications in early February so that you can register and submit topics for track sessions.

BMC is a global leader in innovative software solutions that enable businesses to transform into digital enterprises for the ultimate competitive advantage. Our Digital Enterprise Management solutions are designed to fast track digital business from mainframe to mobile to cloud and beyond.

BMC Digital IT transforms 92 percent of the Forbes Global 100.



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