



## BIGMACHINES

### Chicago will be the Center of the SaaS World in October

It's almost mid-summer in Chicago, which is the best time of the year here. The days are warm, the flowers are in bloom everywhere you look, and the friendly Midwesterners are even more friendly than usual. Chicago comes alive in the summer with major events taking place every week, including music festivals, food festivals, film festivals, art festivals, theater tours, and street fairs in almost every neighborhood downtown and most of the suburbs. Chicago really does seem like the center of it all right now. And this excitement will continue into the Fall as we look forward to the biggest SaaS event of its kind – BigIdeas Chicago 2010, October 24 through 26.

BigIdeas Chicago, our annual conference and user forum, focuses on best practices for improving sales processes, but it has grown over the years to become much more. At BigMachines, we see BigIdeas Chicago as an opportunity to engage YOU, our customers, prospects and partners, in ongoing conversations about the directions your businesses are going and how we can help you succeed with innovations that help you sell more and sell faster. This year, we are planning even more interactive sessions at BigIdeas, where we can all learn and share ideas about improving sales and business processes, whether your company sells via a team of sales reps, through channel partners, or online with self-serve ecommerce. Also at BigIdeas Chicago 2010 we will debut the next version of our award-winning software, BigMachines 11, which includes many new features and enhancements that were voted on last year at BigIdeas Chicago 2009. BigMachines product experts will be on hand to answer your questions, provide training, and help you get started on BigMachines 11 right away.

We have lined up some great speakers for BigIdeas including our Keynote Speaker, Steven Levitt, author of the best selling business books *Freakonomics* and *Super*

*Freakonomics*. At BigIdeas, Levitt will demonstrate how his Freakonomics approach (combining data, economic theory, and creative, unorthodox thinking) can be applied to selling business products and services and to the development of B2B eCommerce. Levitt was chosen as one of Time Magazine's "100 People Who Shape Our World" in 2006 and has been named the most influential economist in America under the age of 40. He has been featured on some of the nation's most watched programs, including Good Morning America, 20/20, Charlie Rose, and The Daily Show with Jon Stewart, and now you can hear him live at BigIdeas.



In addition, we welcome back Gene Alvarez as a speaker at BigIdeas. Alvarez, a VP in the Gartner CRM Research organization, has more than 23 years of IT experience in business impact assessment, vendor management, project management, software development and delivery of

complex business applications. He was a highly-rated speaker at BigIdeas in 2009 so we asked him to join us again to discuss trends in CRM and eCommerce.

In addition to all the educational sessions, round-tables, panel discussions, training, workshops and speakers, BigIdeas is also a great excuse for a party. This year, we'll be celebrating Ten Years of BigMachines at the House of Blues Chicago with an exciting night of live music, dinner, drinks and dancing. BigIdeas will be an event to remember and we want to make sure you don't miss out. Visit our website at [www.bigmachines.com/bigideas](http://www.bigmachines.com/bigideas) for ongoing updates about BigIdeas, and to register. The conference will be at the Swissotel in the heart of Chicago. We look forward to seeing you there!

Godard Abel  
Co-Founder & CEO

Will Wiegler  
Director of Corporate Marketing

## BigIdeas Chicago 2010 Sponsors

We want to thank our BigIdeas sponsors for their support and participation.



Become a sponsor of BigIdeas. Visit  
<http://www.bigmachines.com/bigideas/sponsors-2010.php>

## Which Quoting Tool is Right for You?

Watch our newest on-demand webinar featuring BigMachines, salesforce.com and hiSoft (formerly Echo Lane) demonstrating Quoting and Configuration solutions and helping you understand the differences and benefits of each. Demonstrations include Salesforce Real-Time Quotes, BigMachines Configuration Engine and BigMachines Sales Engine (featuring quoting and configuration). This best practice webinar will serve as your guide in the world of sales quoting and product configuration.

The webinar is available for on-demand viewing at  
[www.bigmachines.com/webcasts.php](http://www.bigmachines.com/webcasts.php)

## BigMachines Expands into Tokyo and Singapore

BigMachines has opened two new offices this year in the Asia Pacific region – BigMachines APAC Headquarters in Singapore and BigMachines Co., Ltd in Tokyo. These additions were fueled by the desire to expand our sales and service offerings to the global community and further enhance our partner relationships.

Our new Singapore APAC Headquarters, which opened in May, is headed by Jason Masciarelli, Vice President, Asia Pacific. Jason comes to the BigMachines family with over ten years of cloud computing experience in Asia. He was the founder of Theikos Inc., a cloud computing services company that was later acquired by Astadia. We are thrilled to have Jason as part of the team leading our APAC growth and service efforts. All sales inquiries can be sent to [sales.apac@bigmachines.com](mailto:sales.apac@bigmachines.com).

BigMachines has also launched our new Japanese division, BigMachines Co., Ltd., located in Tokyo, Japan. In conjunction with this, we have published a new website, [www.bigmachines.com/jp](http://www.bigmachines.com/jp), to provide Japanese language product information and demos. The Tokyo office can now offer BigMachines on-demand solutions with full Japanese Language and currency support to the Japanese market. All correspondence can be directed to [sales.jp@bigmachines.com](mailto:sales.jp@bigmachines.com).

We are excited to add these two offices to our BigMachines global network and look forward to having many satisfied new customers in the near future! We are also looking to add new people to our APAC team. If you are interested in working for BigMachines in one of our global offices, please visit [www.bigmachines.com/careers.php](http://www.bigmachines.com/careers.php)



## BIGMACHINES European Update

BigMachines first Customer Success Forum in London was a full success!



More than 80 members of the European BigMachines Community gathered on July 1st in London at the Hilton London Metropole to discuss

best practices for BigMachines customers, brainstorm for new product features and network with other customers.

BigMachines represents at more EMEA events



**salesforce.com Cloudforce 2010**

- London, UK - September, 7, 2010

**salesforce.com Cloudforce 2010**

- Rotterdam, The Netherlands - October, 12 2010

Contact us at [marketing.eu@bigmachines.com](mailto:marketing.eu@bigmachines.com) to meet the BigMachines Team at one of the events.

BigMachines is a 2010 CODiE Awards Winner!

This May, BigMachines was honored to be the recipient of a 2010 CODiE Award. The CODiE Awards are issued by the Software & Information Industry Association (SIIA) and recognize excellence in the business software, digital content, and education technology industries. The CODiE Awards also hold distinction of being the industry's only peer-reviewed awards program.



BigMachines won for the BigMachines 9 suite of product offerings in the category of "Best Business Productivity Solution". BigMachines 9 enhances productivity by enabling sales teams, VARs and channel partners to quickly and easily generate quotes and proposals, manage pricing, generate contracts and submit and manage orders. We are honored to be in the company of other industry leading companies that won CODiE awards this year including salesforce.com, Cisco Systems, NetSuite, Adobe Systems, and many others.

To learn more, view the press release at <http://www.bigmachines.com/BMI05-12-10.php>, or visit [http://www.sii.net/codies/2011/pw\\_2010.asp](http://www.sii.net/codies/2011/pw_2010.asp) for a complete list of the 2010 CODiE Award Winners.

**BigMachines is Blogging!**

BigMachines can help you sell more, sell faster AND stay up-to-date on industry trends. The new BigMachines Blog is a resource for:

- Industry News
- Product Developments
- Sales Strategies
- Industry Events
- And more!

Visit the new BigMachines blog at <http://blog.bigmachines.com>



BigMachines offers a highly interactive training course, designed to help you quickly and successfully implement and maintain your BigMachines solution. These training classes are for application administrators, implementation team members, business analysts, consultants, or other individuals responsible for implementing and administering BigMachines solutions.

Upcoming Training Dates and Locations:

- August 9 –12, 2010 in Frankfurt, Germany
- August 16-19, 2010 in Deerfield, IL, USA

Register at [www.bigmachines.com/training](http://www.bigmachines.com/training)

Advanced BigMachines training will also be available this year at BigIdeas Chicago! To learn more or register, visit [www.bigmachines.com/bigideas](http://www.bigmachines.com/bigideas)

In the News



BigMachines Releases BigMachines 10.1 - Delivering Enhanced B2B eCommerce & Ease of Use



Vendavo and BigMachines Announce Partnership



Acme Packet Deploys BigMachines SaaS Solution to Streamline Product Sales



BigMachines Selected by AlwaysOn as a OnDemand Top 100 Winner

To read these press releases, visit [www.bigmachines.com/press\\_releases.php](http://www.bigmachines.com/press_releases.php)

Upcoming Events Schedule



Oracle OpenWorld

- San Francisco, CA - September 19-23, 2010



BigIdeas Chicago 2010

- Chicago, IL - October 24-26, 2010



CRM Expo

- Nuremberg, Germany - October 12-13, 2010



salesforce.com's Dreamforce 2010

- San Francisco, CA - December 6-9, 2010