



BIGMACHINES

The Forecast is Cloudy...

and that's a good thing!

They say that every dark cloud has a silver lining, but frankly we think the cloud itself is the real value. We're talking about "cloud computing", which has certainly been getting a lot of attention these days.

To those who haven't been focused on this particular segment, it may seem like cloud computing is an overnight sensation that has only developed in recent months. At BigMachines, we've been focused on "the cloud" since we started the company in 2000. Of course, we didn't call it that in the beginning. It took companies like Google, Amazon and salesforce.com to help define the cloud as the economic and business model that it has become. We began as a company offering innovative solutions to business problems, and those solutions were implemented using software accessed on the internet. Today, that's called Software as a Service (SaaS), which is one component of cloud computing.

At BigMachines, we actually run many aspects of our business in the cloud, from our CRM to our incentive management systems; from our expense tracking to our financial and employee performance management systems – they are all in the cloud. And of course, our sales execs do their product configuration, quoting and proposal generation in the cloud as well. (We're especially proud of that latter set of functionality.) We have experienced many benefits, including ease of implementation (who needs an IT department?), scalability (we're a growing company), affordability (we pay for what we use), accessibility (internet access), visibility (information sharing), and more.

We have a clear understanding of how cloud computing can help your business, and we want to share that with you. This year, as we prepare for BigIdeas 2009, our annual customer and industry forum, we have our heads in the clouds, so to speak.

We're thinking a lot about cloud computing and, specifically how we can help our customers sell more and sell faster in the cloud. Our keynote speaker at BigIdeas is Bruce Richardson, Chief Research Officer at AMR Research, and his presentation is called **Cloud Computing and the Future of Work**. Bruce thinks that in the not-too-distant future we will have all of our supply chain data available in the cloud, and that cloud computing will impact the way we all work. He's been analyzing market trends at AMR for many years, so when Bruce talks, we

pay attention. Other conference presenters include Mark Woollen, Vice President of Social CRM Products at Oracle and Gene Alvarez, Vice President in the Gartner CRM research organization.

At BigIdeas 2009, we present industry thought leaders who help shape the future trends in cloud computing, as well as CRM, e-commerce, and sales efficiencies. In addition, at BigIdeas we'll demo the latest products from BigMachines and we'll share our future product directions. We'll invite our customers to participate in planning our product roadmap as well.



We hope you will join us at BigIdeas 2009, October 4-6 in Chicago. This will be our biggest and most exciting event ever and we want to share it all with you. You can get the latest information about BigIdeas and register to attend at www.bigmachines.com/bigideas.

See you in Chicago!

Godard Abel
Co-Founder & CEO

Will Wiegler
Director of Corporate Marketing

In the News

BigMachines Announces
Featured Speakers for
BigIdeas 2009 Annual
Conference

BigMachines Announces
Best Quarter in
Company History



CCS Selects BigMachines
Sales Configuration,
Quoting and Proposal
Solution with Microsoft
Dynamics CRM Integration

BigMachines Expands
Configuration, Pricing,
Quoting and Proposal
Capabilities with Release
of BigMachines 9.2



BigMachines Offers
Quoting and Configuration
Platform for Microsoft
Dynamics CRM

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

Awards



BigMachines has been selected by JMP Securities for inclusion in its “Hot 100: The Best Privately Held Software Companies” list. The report, issued in May, profiles 100 of the leading private companies in the software industry as identified by the software research team at JMP Securities, a full-service investment bank based in San Francisco, CA.



For a second consecutive year, BigMachines was named to Inc. magazine’s 2009 list of the 5000 fastest-growing private countries in America. BigMachines was in the top 26 percent, coming in at number 1,324. Inc. also ranked BigMachines number 53 in the Top 100 Businesses in the Chicago metro area, including Illinois, Indiana and Wisconsin, and number 84 in the Top 100 Software Companies in America. In addition to recognizing BigMachines’ exceptional 240 percent revenue growth from 2005 through 2008, Inc. found it noteworthy that BigMachines has maintained a 95 percent employee retention rate during this same period.



BigMachines was selected as one of AMR Research’s Cool Technologies, as noted in the AMR Research Article dated July 2009 titled, “Cool Technologies for the Industrial Value Network.” AMR Research provides subscription analysis services to executives in the consumer products, life sciences, manufacturing and retail sectors.

The report recommends BigMachines as a “best-of-breed” vendor, using “visualization in the quotation and configuration process.” It further explains that BigMachines is used to “quickly generate a professional proposal, helping reduce the cycle time from opportunity to quote. While less-mature companies see the need for a sales configurator merely as a means to get a quote out from and an order into the system, the more mature see this end-to-end opportunity to cash process as a means to drive revenue growth and new markets.”

Media



BigMachines congratulates Rolls-Royce Energy Systems for being honored by Manufacturing Business Technology Magazine with the Most Innovative Process Award in the publication’s 2009 Innovation Insight Award competition. Rolls-Royce won for their use of BigMachines’ product configuration platform. View this article at <http://tinyurl.com/mn44qc>



“BigMachines Uses SAAS to Speed Sales Teams, Price Changes.” The article in eWeek.com describes how BigMachines is the latest company to help streamline enterprise processes such as quote-generation and complex pricing management through the use of a software-as-a-service platform. Read the entire article at <http://tinyurl.com/llf2dz>



First BigIdeas Europe was a BIG Success

BigMachines held its first BigIdeas Europe in May and

attendees were thrilled about the concept of sharing ideas in the community, learning about new product features and hearing Best Practices from BigMachines leadership.

We exceeded our expectations in attendance and are looking forward to BigIdeas Europe 2010 on April 19th & 20th in Frankfurt, Germany.

BigMachines CEO on European Tour

Godard Abel, CEO and Co-Founder of BigMachines, recently joined the European Sales Team for a world-win tour throughout Europe. He had very successful meetings with the Swedish and British salesforce.com sales teams to discuss advantages of the CRM Accelerate Program such as a simplified purchasing process and one source support. The Team also visited a number of current and prospective customers in Sweden, Belgium, Denmark and the UK to discuss the direction of BigMachines and specifically the company's expansion in Europe.



Meet us at Cloudforce Paris – September, 29th

BigMachines is an official sponsor of Cloudforce Paris. This FREE,

one-day event will be held on September 29th. To make an appointment to meet us there, email vertrieb@bigmachines.com

Meet us at Cloudforce London – December, 8th

BigMachines is an official sponsor of Cloudforce London. This FREE, one-day event will be held on December 8th.

To make an appointment to meet us there, email vertrieb@bigmachines.com

Recent Events We've Attended

- Cloudforce München (June 15th)
- Cloudforce Eindhoven (June 9th)
- SFDC ISV Day Tel Aviv (July 27th)



BigMachines offers ongoing training to help you quickly and successfully implement and maintain your BigMachines solution. Register for an upcoming training session and check the latest training schedule at www.bigmachines.com/training.

Upcoming BigMachines Administrator Essential Training Sessions:

- September 14-17, 2009 (in San Mateo, CA)
- October 19-22, 2009 (in Deerfield, IL)

This course is appropriate for application administrators, implementation team members, business analysts, consultants, or other individuals responsible for successfully implementing and administering BigMachines solution.

Most training sessions are offered at BigMachines learning center in Deerfield, IL (Chicago area, 20 minutes north of O'Hare airport) and can also be delivered on-site for customers or partners.

Knowledge is power. Attend a training session and make BigMachines work for you!

BigMachines on Twitter

BigMachines is now on Twitter! Follow us on Twitter for the latest news and updates from BigMachines and the BigMachines community.



Find us at www.twitter.com/bigmachines

BigMachines Customer Innovation Awards

This year BigMachines will honor some of our most innovative customers with a series of new awards, to be presented at our BigIdeas 2009 conference. There are 3 award categories:

The Big Innovation Award is given to a BigMachines customer that demonstrates an innovative use of BigMachines within their company.

BigMachines is loaded with features that customers use every day for product configuration, pricing, quoting, proposals and contracts. In addition, some customers are using BigMachines to solve unique problems in their companies – applications that, frankly, we might not have envisioned. Have you found a unique way to use features in BigMachines? Do you have an innovative use of BigMachines? If so, submit your story for the Big Innovation Award by September 21, 2009. Submit your nomination at <http://www.bigmachines.com/bigideas/big-innovation.php>

The Big Success Award is for the company that can show a significant ROI from using BigMachines. Are you a super

ROI achiever? How is BigMachines saving you money? Has BigMachines enabled you to eliminate other costly tools or processes in your company? What's your ROI on BigMachines? Can you quantify the savings? Tell us your story by September 21, 2009. Submit your nomination at <http://www.bigmachines.com/bigideas/big-success.php>

Big Idea Award recognizes the BigMachines customer that contributes the most innovative idea to enhance BigMachines' products. To enter the contest, submit your idea in the My Big Idea section of the BigMachines Support Center (<http://www.support.bigmachines.com/>) by September 21, 2009. If your idea receives the most number of votes, you win! If you already have an Idea posted on My Big Idea, you can solicit votes from colleagues, friends and family to increase your chance of winning. Note that only BigMachines customers are able to vote. Good luck!

All entries must be received by September 21st so submit your nominations today at
<http://www.bigmachines.com/bigideas/big-awards.php>

Upcoming Events



Cloudforce Paris

- Paris, France - September 29, 2009



BigIdeas 2009

- Chicago, IL - October 4-6, 2009



Oracle OpenWorld 2009

- San Francisco, CA - October 11-15, 2009



salesforce.com's Dreamforce 2009

- San Francisco, CA - November 17-20, 2009



Cloudforce London

- London, UK - December 8, 2009

See www.bigmachines.com/events.php for a complete listing of upcoming events.



BigIdeas 2009 Update

Our annual BigIdeas Customer and Industry Forum is quickly approaching! This year the event will be held at the Sheraton Chicago Hotel & Towers on October 4-6, 2009. Learn More and Register to attend at www.bigmachines.com/bigideas

Conference Speakers

BigMachines is pleased to announce this year's BigIdeas Keynote and Featured Speakers and Panel Moderators:



Our Keynote Speaker will be Bruce Richardson, Chief Research Officer, AMR Research. Bruce will provide insights into emerging trends in enterprise software, the growth of software-as-a-service (SaaS), and the role of software solutions in enabling companies to do more and do it faster.



You'll also hear from Featured Speaker Gene Alvarez, VP in the Gartner CRM research organization. Gene will share his insights about building a customer-centric approach to CRM and ecommerce applications.



Our Platinum Sponsor Keynote Speaker is Mark Woollen, Vice President of Social CRM Products at Oracle. Mark will discuss Social CRM and how to benefit from the latest Web 2.0 technologies.



Gerhard Gschwandtner, the founder and CEO of Personal Selling Power, Inc., will be panel moderator for our High Tech Products and Services customer best practices panel discussion.

Thanks to our Platinum Sponsor:



Thanks to our Gold Sponsors:



If you would like to become a BigIdeas sponsor, please contact us at inquiry@bigmachines.com or go to www.bigmachines.com/sponsors-2009.php for more information.

Events

Join us on Sunday, October 4, 6:00 PM in the Sheraton Chicago Hotel for a Welcome Reception featuring cocktails and dinner, as well as a special musical/comedy performance by The Second City. The Second City is Chicago's own world-famous comedy improv theater group, and is returning to BigIdeas for the second year, by popular demand.

On Monday evening, October 5, we invite all BigIdeas attendees to join us on a dinner cruise aboard the Spirit of Chicago, leaving dockside from the Sheraton Chicago. It will be an evening of unparalleled cruising fun on the lakefront in Chicago -- dine, dance, and enjoy breathtaking skyline views.

For the latest BigIdeas information, up to date conference schedule, and to register, go to www.bigmachines.com/bigideas