



BIGMACHINES

B2B eCommerce – Extend Your Sales by Applying Consumer Trends to Your Business

Over the past decade, B2C eCommerce has changed the landscape for selling products as leaders like Amazon.com and others have brought eCommerce to the mainstream. Shoppers now expect products and services to be readily available, easily searchable and configurable to meet their needs online. Consumers expect fast, intuitive shopping and rapid fulfillment. However, when it comes to B2B eCommerce, businesses have lagged behind in leveraging the internet for streamlining sales, failing to take advantage of Web 2.0 technologies and the easy usability of leading consumer sites.

Back in 2000, leading analysts predicted explosive growth in B2B eCommerce – almost 4 trillion dollars by 2004. This potential has not been realized in the past decade but technology and buying trends have finally aligned in 2010. We expect that the next decade will bring the same intuitive eCommerce shopping experience to business customers that consumers have been enjoying for years.

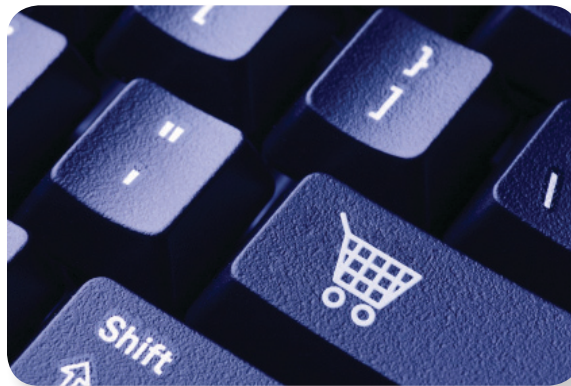
B2B eCommerce can provide a way to extend business channels by enabling customers to select, price, and configure products and transact business online. However, B2B eCommerce requires more than a simple storefront or Amazon wannabe site. B2B products and pricing are often complex and require consideration of individual contract terms, pricing and configurations for each customer. Think about your company's products or services. Chances are that your pricing and services are not a simple one-size-fits-all. You may need to integrate your online transactions with CRM and ERP systems. There are probably levels of complexity that make your sales more challenging than simply purchasing a book

on Amazon or buying a song on iTunes. The good news is that there is a new era of B2B eCommerce that can meet your requirements, and offer more flexibility that you might have thought possible.

If you would like to learn more about the power of extending your sales reach through B2B eCommerce, we invite you to join us at one of our upcoming BigIdeas conferences where we will be discussing that topic and showing examples of solutions that you can implement

now. BigIdeas Europe is coming up in Frankfurt, Germany on April 19-20 and BigIdeas Chicago, USA, will be on October 24-26. At these conferences you will learn best practices about using SaaS technology to streamline your sales processes for your internal sales reps and channel partners, plus what's available now to enable full configurable B2B eCommerce. If you can't

make it to BigIdeas, we'll be happy to provide you with a demonstration of B2B eCommerce powered by the BigMachines eCommerce Engine. Contact us at inquiry@bigmachines.com.



Godard Abel

Godard Abel
Co-Founder & CEO

Will Wiegler

Will Wiegler
Senior Director of Marketing



BIGMACHINES



**BIGMACHINES
European Update**

BigIdeas Europe 2010 is Almost Here

**BigMachine’s second annual European Customer and Industry Forum
April 19 & 20
Steigenberger Frankfurter Hof
Frankfurt, Germany**

After several years of successful BigIdeas conferences in the US, BigMachines launched BigIdeas Europe in 2009, and we are preparing for an even bigger event this year. More than 80 members of the BigMachines community are expected to gather to learn more about BigMachines’ newest solutions to help you sell more and sell faster. Conference attendees will share best practices about streamlining their sales processes and will participate in future product roadmap brainstorming sessions.

The conference also provides some fun times in Frankfurt – on Monday, April 19, we are holding a “Bigger Better Birthday Bash” in the Clouds of Frankfurt at the Japan Tower where we celebrate BigMachines’ 10 years of customer success.

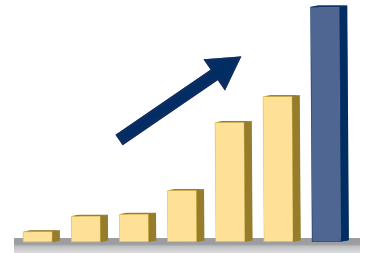
Learn more and REGISTER NOW at http://www.bigmachines.com/bigideas/bigideas_europe.html

Special Thanks to our BigIdeas Europe Sponsors:



BigMachines Begins Another Record Year

2010 is off to a great start for BigMachines – more new customers, more talented and dedicated employees, and more investments in our product innovations and



customer service. In addition, we’re preparing to open our newest BigMachines location – Tokyo, Japan! This follows the expansion of our Frankfurt office and the opening of our new UK office last year. Watch for future news about our expansion.

Our current growth follows a successful 2009, where we added over 50 new customer wins and saw 89% year over year growth in committed monthly recurring revenues. In a year where many companies were looking for ways to improve sales productivity online, BigMachines helped its customers sell more and sell faster by licensing its software-as-a service solution to more than 100,000 users, which is a 100% increase compared to the start of 2009. BigMachines’ customer base now includes 195 companies in a broad variety of industries including high tech, software, medical instrumentation, manufacturing, telecom, media, business services, and financial services. BigMachines hired over 60 talented professionals in the past 12 months and grew its staff to more than 180 team members globally to expand its product development, service and support, sales and marketing teams in order to accelerate product innovation and provide a premium level of service to its growing customer base. Many thanks to our customers and partners for sharing in our success.

BigMachines Administrator Essential Training Sessions:

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

Upcoming Training Dates and Locations:

- April 12-15, 2010 in Deerfield, IL, USA
- April 21-23, 2010 in Frankfurt, Germany (following BigIdeas Europe)
- May 17-20, 2010 in Deerfield, IL, USA

Register at www.bigmachines.com/training

BigMachines is Hiring!

BigMachines continues to expand and we are seeking candidates for positions throughout the US and Europe. Below is just a sample of some of the job openings in our main office locations. In addition, we are hiring in Boston, Australia and Tokyo! More details at www.bigmachines.com/jobs

Some of the openings in our Frankfurt and London offices:

- Engagement Managers
- Implementation Engineers
- Customer Success Manager
- Project Managers
- Sales Executives
- Interns

Some of the openings in our Deerfield, Illinois office:

- Software Engineers
- UI Engineers
- QA Engineers
- Professional Services Management
- Customer Services Engineers
- Sales Executives
- Partner Program Manager

Some of the openings in our San Mateo, California office:

- Software Implementation Engineers
- Professional Services Management
- Customer Services Engineers
- Sales Executives

Find even more job openings at: www.bigmachines.com/jobs

BigMachines Customer Success Forums & Network for Success Events



BigMachines customers are invited to join the BigMachines team for a series of Customer Success Forums across the US.

What's in it for you?

- Network with other BigMachines customers - share best practices, challenges and successes
- Participate in BigMachines product roadmap brainstorming - provide input on our product development
- Get the latest info on BigMachines customer support updates and product features

Upcoming Dates & Locations:

- April 15, Boston, MA
- May 5, Denver, CO
- May 19, Duluth, GA

More information and registration details at www.bigmachines.com/events

BigMachines Network for Success Events



Here's a great opportunity for BigMachines customers, prospects, partners and friends to get together in the evening for cocktails, food

and networking in a relaxed social setting. If you'd like to attend, please send an email to rsvpdenver@bigmachines.com.

Upcoming Dates & Locations:

- April 15, Boston, MA
- May 5, Denver, CO
- May 19, Duluth, GA

More information and registration details at www.bigmachines.com/events



CODiE Award Finalist

BigMachines 9 has been chosen as a Finalist in the category of “Best Business Productivity Solution” for the 2010 CODiE Awards. The recognition marks the second straight year that BigMachines has been selected as a finalist for its best-of-breed sales automation platform. Established in 1986 by the Software & Information Industry Association (SIIA), the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. BigMachines was selected as a finalist from a highly competitive pool of nearly 800 products from more than 350 companies. The 2010 CODiE Awards will be presented on May 5, 2009 in San Francisco.



BigMachines CEO was a Monster in the Morning

BigMachines CEO Godard Abel was a recent guest on CBS 2 Chicago’s “Monsters and Money in the Morning” talk show, sharing his thoughts about the growth of BigMachines and why Chicago is a great place to do business. Monsters and Money in the Morning is taped live at CBS 2’s studios and is hosted by an ensemble of veteran Chicago broadcasters, including sportscasters Mike North and Dan Jiggetts – widely recognized by local fans as “The Monsters,” along with Chicago Sun-Times money expert and author Terry Savage and former CNBC business reporter Mike Hegedus.



Watch a video of the show here:
http://www.bigmachines.com/media_analysis.php

Upcoming Events



Cloudforce New York
New York, NY - April 8, 2010



Customer Success Forum - Denver Area
Arvada, CO - May 5, 2010



Customer Success Forum - Boston Area
Bedford, MA - April 15, 2010



Network for Success Event - Denver Area
May 5, 2010



Network for Success Event - Boston Area
Bedford, MA - April 15, 2010



Customer Success Forum - Atlanta Area
Duluth, GA - May 19, 2010



BigIdeas Europe 2010
Frankfurt, Germany - April 19-20, 2010



Network for Success Event - Atlanta Area
May 19 2010



Oracle CRM On Demand National Roadshow
Chicago, IL - April 22, 2010



BigIdeas Chicago 2010
Chicago, IL - October 24 - 26, 2010



Microsoft Convergence 2010
Atlanta, GA - April 24 - 28 2010

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



BigMachines has once again been selected as the Best Quoting App on salesforce.com's AppExchange, for the second year in a row. The salesforce.com AppExchange is a Web marketplace for cloud computing applications that integrate with salesforce.com. BigMachines was named among the "Best Apps of 2009" by receiving the most and highest-rated customer reviews during the past year. BigMachines has the most joint customers of any configuration and proposal solution on the AppExchange. Joint customers include leading companies such as Medtronic, NTT America, Enterasys, Carestream Health and Teradyne.

Just a few of the 5-star reviews on the AppExchange include:

"Big Machines has delivered a 1st rate application to enable our company to modernize our quoting and pricing process. They have moved us into the new world."

Huw Lloyd, Global Pricing Manager, Enterasys Networks

"Cut our quote creation and approval time from 2-3 weeks to minutes."

George Havranek, Manager, Sales Operations, Surgical Information Systems

"Don't know what we would do if we didn't have a program like BigMachines running our quoting. Love how versatile it is and can basically create any rule or scenario to fit our business which is a unique one."

Allison Smith, System Administrator/Project Engineer, Consolidated Storage Companies

"Great quoting tool that helped us increase productivity while eliminating quoting errors."

Manuel Rietzsch, Product Marketing Manager, inContact

"Our biggest measure of success is that our management team, our finance department and our sales team are happy with the tool."

Jessica Hoover, Certified Scrum Master, Rally Software Development

We would like to thank our joint salesforce.com customers for their support and we're pleased and proud that you have rated us so highly. We'll keep working hard to earn your support and your business.

BigMachines is on LinkedIn!



Join the BigMachines Community on LinkedIn and join the discussions or start a new one. Visit www.bigmachines.com/community.php to become a member.

Engage with the BigMachines LinkedIn Community to collaborate, ask questions, and share your ideas and best practices about BigMachines and solutions to empower sales.