

REINVENTING THE PLAYBOOK



The coronavirus pandemic continues to create new challenges daily. There is no real playbook for navigating times like these. We are all making adjustments and concessions to ensure that we play our part as global citizens in flattening the curve.

Every day, my gratitude and appreciation for the healthcare workers and researchers on the front lines grow.

Into our third week of remote operations, I continue to be impressed with the entire BMC team that has remained laser focused on our customer and partner success. They are managing a host of new daily life challenges as they ensure that our customers and partners are supported and have the resources to keep their businesses running.

Listening to the ways that we can help prompted us to develop additional resources specific to the challenges our customers are facing in shifting to a remote workforce, managing decentralized IT operations remotely, and meeting changing customer needs.

We have posted new resources to help our customers, partners, and companies looking for answers. There is a [new web page](#) that brings together information to help navigate the current situation - keeping cost effectiveness, the employee experience, and the end-customer experience in mind.

We [expanded our online learning and training](#) to help organizations around the world continue 24/7, always-on learning:

- We continue to offer [free Explore subscriptions](#) for access to overview courses and other learning materials.
- We will soon be posting a schedule that offers free, short webinars on the products that enable remote workforces and keep complex IT environments running efficiently.
- Current BMC Education subscribers and students can attend weekly calls with an instructor for Q&A and technical deep dives (schedule coming soon).

A new [BMC Communities space](#) has also been created to address the challenges brought on by the coronavirus pandemic. It brings together very specific technical and educational resources to gain even greater value from existing technology investments, optimize for the present, and be well positioned for the eventual upswing.

We're very fortunate as an organization that we can use the products and solutions we sell to keep our business running as we reinvent ourselves within this new global landscape. We are honored to partner with over 10,000 customers around the world in their transformational journeys, and we look forward to their ongoing evolution to an [Autonomous Digital Enterprise](#).

Stay healthy, stay well.

Ayman Sayed
President and CEO
BMC