



November 17, 2016

ServiceSource and Gainsight Unveil "Outcome360" to Bring Together Best of Customer Success in One Solution

New strategic partnership combines ServiceSource's global data enablement and implementation services expertise with Gainsight's best-in-class technology

SAN FRANCISCO & REDWOOD CITY, Calif.--(BUSINESS WIRE)-- ServiceSource® (NASDAQ:SREV), the [global leader in outsourced Customer Success](#) and revenue lifecycle management solutions, and Gainsight™, the [industry-defining Customer Success technology platform](#), today announced a joint solution and strategic partnership providing enterprises with a comprehensive offering to accelerate revenue growth through customer onboarding, adoption, expansion and renewal.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161117005757/en/>

The new [Outcome360](#) solution will combine Gainsight's cutting-edge technology - which offers customer health scoring, automated workflows and customer communications - with ServiceSource's unmatched expertise and proven methodology in data enablement and enhancement, systems integration and technical implementation. Both companies will market and sell Outcome360 to current and prospective clients.

"Customer Success is rapidly becoming the differentiating factor for high-growth organizations," said J.B. Wood, president and CEO of the Technology Services Industry Association (TSIA). "This partnership between ServiceSource and Gainsight not only combines proven technology, best-practice processes and decades of expertise, but also offers companies of various sizes and stages of growth the opportunity to leverage what they need most to enable and achieve Customer Success."

As part of the Outcome360 solution, ServiceSource is launching a global professional services practice around Gainsight's technology that will offer users a host of wide-ranging benefits:

- | Faster time-to-value through ServiceSource's implementation and systems integration capabilities and global reach;
- | Improved efficiency and customer insights by leveraging ServiceSource's extensive data services expertise; and,
- | Accelerated ROI on Customer Success initiatives through tailored sales plays and motions built on ServiceSource's 17 years of experience.

In addition to jointly offering the Outcome360 solution, ServiceSource will also add Gainsight's technology to its Revenue-as-a-Service platform to deliver additional value and differentiation on behalf of ServiceSource's managed services clients.

"In today's new outcome economy, companies are no longer just selling products or services; they're selling business outcomes, which means that having a holistic and comprehensive Customer Success program is now a critical strategy for keeping customers and growing revenue," said Christopher M. Carrington, CEO of ServiceSource. "Partnering with Gainsight to offer Outcome360 is truly a '1+1=3' solution that clearly addresses the needs of an evolving market. It ensures that, regardless of size, geography or industry sector, clients will have streamlined access to the best elements of a world-class Customer Success program. We are excited to bring our two industry-leading companies together to create this unique offering."

"Customers today have more choice than ever -- a fundamental shift that has put pressure on companies to transform their entire business around delivering outcomes," said Nick Mehta, CEO of Gainsight. "With Outcome360, organizations that are operationalizing Customer Success can now benefit from the product, people and process expertise of two of the leading brands in Customer Success. We are honored to partner with ServiceSource on the journey to helping innovative and market-leading companies drive growth through Customer Success."

For more information on the Outcome360 solution, including CEO perspectives from ServiceSource and Gainsight, visit www.outcome360.net.

About ServiceSource

ServiceSource (NASDAQ:SREV) provides the world's leading B2B companies with expert, technology-enabled solutions and best-practice processes proven to grow and retain revenue from existing customers. With a holistic approach to the entire revenue lifecycle, ServiceSource solutions help companies drive customer adoption, expansion and renewal. Only ServiceSource brings to market more than 17 years of exclusive focus on Customer Success and revenue growth, global deployments across 40 languages and 200 countries, and a powerful, purpose-built Revenue Lifecycle Management technology platform. For more information, go to www.servicesource.com.

About Gainsight

Gainsight™, the Customer Success company, helps businesses grow faster by reducing churn, increasing upsell, and driving customer advocacy. Gainsight's product helps you touch customers effectively, track customer health consistently and transform the way your company orients around the customer. Gainsight provides a 360° view of customers and drives retention across Customer Success, sales, marketing, executive and product management. Learn how leading companies like Adobe, Box, DocuSign, HP, Marketo, Nutanix and Workday use Gainsight to help their customers succeed at www.gainsight.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our business opportunities, challenges, market position, and whether the strategic partnership with Gainsight and the Outcome360 Solution will be successful. These forward-looking statements are based on our current assumptions and beliefs, and involve risks and uncertainties that could cause our results to differ materially from those expressed or in our forward-looking statements. Those risks and uncertainties include, without limitation, fluctuations in our quarterly results of operations; our technology; the risk of material defects or errors in our software offerings or their failure to meet customer expectations; the ability to integrate our technology offerings with other third-party applications used by our customers; errors in estimates as to the renewal rate improvements and/or service revenue we can generate for our customers; our ability to grow the market for service revenue management; changes in market conditions that impact our ability to sell our solutions and/or generate service revenue on our customers' behalf; the possibility that our estimates of service revenue opportunity under management and other metrics may prove inaccurate; demand for our offering that falls short of expectations; the potential effect of mergers and acquisitions on our customer base; our ability to keep customer data and other confidential information secure; our ability to adapt our solution to changes in the market or new competition; our ability to achieve our expected benefits from international expansion; our ability to protect our intellectual property rights; the risk of claims that our offerings infringe the intellectual property rights of others; general political, economic and market conditions and events; and other risks and uncertainties described more fully in our periodic reports and registration statements filed with the Securities and Exchange Commission, which can be obtained online at the Commission's website at <http://www.sec.gov>. All forward-looking statements in this press release are based on information currently available to us, and we assume no obligation to update these forward-looking statements.

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