



May 10, 2016

ServiceSource CEO to Discuss Digital Darwinism and the Evolution of Enterprise Customer Success at Gainsight Pulse 2016

SAN FRANCISCO--(BUSINESS WIRE)-- [ServiceSource](#) (NASDAQ: SREV), the global leader in customer and revenue lifecycle solutions, today announced that Christopher M. Carrington, CEO of ServiceSource, will be among the keynote speakers at the [Gainsight Pulse 2016 Conference](#), the largest industry gathering of Customer Success professionals.

In his presentation, "Digital Darwinism: Embracing Disruptive Change in Enterprise Customer Success," Carrington will discuss changes in how people are communicating, connecting and investing resources, and the profound effect these changes have had on how B2B enterprises conduct business. The presentation is scheduled for Wednesday, May 11, at 10:05 a.m. PT.

According to a [recent Forbes Insights report](#), executives say there is a direct correlation between market leadership and revenue growth in B2B companies and their holistic investment in Revenue Lifecycle Management. With Customer Success being a significant part of that lifecycle, attendees will learn how they can evolve to not only improve their customer's satisfaction and retention, but to also grow revenue.

"This is truly a time of digital Darwinism for Customer Success," said Carrington. "With evolutions in customer behavior and expectations around business outcomes, enterprises must also evolve—leveraging a new generation of business models, engagement strategies and best-practice processes—to embrace these disruptions and to deliver Customer Success that grows the bottom line."

The conference runs from May 10-12, 2016 at the Oakland Convention Center in Oakland, Calif.

For more information:

- | Download the Forbes Insights report: <http://go.servicesource.com/forbes-insights-white-paper.html>
- | Learn more about ServiceSource's Revenue Lifecycle Management solutions: <http://www.servicesource.com/solutions/revenue-growth-renewal-solutions>
- | View the agenda and register for Pulse Conference 2016: <http://www.gainsight.com/pulse/>

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 15 years of exclusive focus on customer success and revenue growth, global deployments across 40 languages and 150 countries, and a powerful, purpose-built Revenue Lifecycle Management technology platform. For more information, go to www.servicesource.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our business opportunities, challenges, market position and new service center. 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 implied 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; migrating customers to our SaaS offerings and the ability to integrate such 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 SaaS 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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