Service Source®

June 22, 2016

ServiceSource Listed in Gartner's 2016 CRM Vendor Guide

Company also cited in recent Gartner report, "[Tech Go-to-Market: Best Practices in Enabling Reseller Channel Partners in the Changing World of Cloud](#)"

SAN FRANCISCO--(BUSINESS WIRE)-- [ServiceSource](#) (NASDAQ:SREV), the global leader in customer success and [revenue lifecycle management solutions](#), has been listed in [Gartner's 2016 CRM Vendor Guide](#) (published May 9, 2016) under the Recurring Revenue Management category, in the Customer Success Management and Revenue Management for Sales subcategories.

According to the guide, "CRM leaders no longer focus on the CRM application itself, but on how it transforms interactions with customers, partners and other parties to increase revenue or increase customer satisfaction. This demands integrating a wide range of technologies and processes." In addition, the report found that as enterprises move to recurring revenue business models, they "must manage these revenue streams from active customers as rigorously as they manage their new sales pipelines. Existing CRM systems assist in managing accounts, contacts and new opportunities, but companies must also capitalize on every customer-recurring opportunity to meet and exceed revenue targets."

"Creating the right mix of technology, people and processes to maximize revenue from current customers is a whole new aspect of customer success facing B2B enterprises, but it's exactly what we designed our Revenue-as-a-Service (RaaS) platform to solve for," said Christopher M. Carrington, CEO of ServiceSource. "Our end-to-end RaaS platform combines highly trained sales professionals with time-proven processes—all powered by a combination of proprietary and third-party technology. By helping companies take a holistic approach to [customer success throughout the entire revenue lifecycle](#), ServiceSource enables them to maximize customer lifetime value and to uncover the hard-to-spot risks and opportunities within those relationships."

Gartner's annual CRM Vendor Guide is a comprehensive report that covers all the solution categories involved in managing the full customer relationship and mentions vendors in each category. ServiceSource was listed as a solution provider in the following Recurring Revenue Management subcategories:

- **Customer Success Management**: includes systems that automate the post-sales client relationship processes that are common to companies with subscription-based revenue models. These solutions are implemented to manage customer retention and customer upsell objectives. Their capabilities include customer health monitoring, product adoption monitoring, quarterly business reviews and customer retention workflow.

- **Revenue Management for Sales**: a back-office function that integrates with SFA, CPQ and ERP systems to manage the business rules that support recurring revenue streams. Vendor capabilities include usage-based billing, pricing optimization, refund/rebate processes and customer lifecycle management. This function's outputs are used in billing, renewal and customer success processes.

ServiceSource's inclusion in the report comes on the heels of another citation in the Gartner report, "[Tech Go-to-Market: Best Practices in Enabling Reseller Channel Partners in the Changing World of Cloud](#)," published April 20, 2016.

Enabled by a best-in-class recurring revenue technology platform, best-practice business processes and expert managed services, ServiceSource delivers higher customer revenue growth and greater insights to B2B enterprises, either through channel partners or direct end-customers.

Resources:

- To view Gartner's 2016 CRM Vendor Guide, visit: https://www.gartner.com/doc/3311217/gartner-crm-vendor-guide

- To download Gartner's report, "Tech Go-to-Market: Best Practices in Enabling Reseller Channel Partners in the Changing World of Cloud," visit: http://go.servicesource.com/enabling-reseller-channel-partners-in-the-cloud-gartner-report.html

- To learn more about ServiceSource's Revenue Lifecycle Management solutions, visit www.servicesource.com

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.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding our business opportunities, challenges, and market position. 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; 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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