



September 16, 2013

ServiceSource Renew OnDemand to Help BT iNet Improve the Customer Renewal Experience

SaaS Solution to Help Increase Customer Renewal Rates and Revenue for Leading Networked IT Service and Communications Specialists

SAN FRANCISCO--(BUSINESS WIRE)-- ServiceSource® (NASDAQ: SREV), the global leader in recurring revenue management, today announced an agreement with BT iNet, one of the IT services divisions of BT Business. BT iNet will deploy Renew OnDemand™ and leverage ServiceSource's built best practices to help improve its renewal process for customers.

BT iNet's team of networked IT and converged infrastructure specialists help customers to overcome their business challenges by building bespoke IT and communications solutions. Renew OnDemand will empower a dedicated sales team with renewal ready data, automated workflows, rich analytics, key performance indicators, and data optimization capabilities to gain customer insight, improve retention, and increase revenue.

"ServiceSource has a heritage of helping its customers better understand their customers," said Dan Antonowicz, director of sales, BT iNet. "The company's innovative Renew OnDemand application gives us all of the information we need in order to improve our customers' renewal process."

"BT iNet makes technology work for people through its innovation and dedicated technical expertise," said Christine Heckart, ServiceSource Executive Vice President of Marketing, Strategy, People, and Systems. "We are delighted that BT iNet has chosen Renew OnDemand to support their business solutions and provide the actionable insight for a best-in-class renewal experience."

About ServiceSource

ServiceSource International, Inc. (NASDAQ: SREV) is the global leader in recurring revenue management. Renew OnDemand™, the only cloud application built specifically to grow recurring revenue, automates a highly valuable but typically manual business process. By leveraging big data to give companies a complete view of their customers, Renew OnDemand and our proven services drive higher subscription, maintenance, and support revenue, improved customer retention, and increased business predictability.

With over a decade of experience focused exclusively on growing recurring revenue, ServiceSource's products and services are based on proven best practices and global benchmarks. Headquartered in San Francisco, ServiceSource® manages over \$9 billion in recurring revenue for the world's largest and most respected technology companies. ServiceSource renews a customer contract every 47 seconds through engagements in more than 150 countries and 40 languages. For more information, please go to www.servicessource.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding the benefits of ServiceSource offerings, our managed services and our Renew OnDemand cloud platform and application. 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; the risk of material defects or errors in the our software offerings or their failure to meet customer expectations; migrating customers to Renew OnDemand and the ability to integrate Renew OnDemand 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; our ability to protect our intellectual property rights; the risk of claims that our offerings infringe the intellectual property rights of others; changes in market conditions that impact our ability to sell the Renew OnDemand solution 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; 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; 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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