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## **CA Technologies' Internet Security Business Unit Selects ServiceSource Channel Sales Cloud Application to Increase Service Revenue and Customer Loyalty**

**SAN FRANCISCO – June 17, 2010** — [ServiceSource®](#), the technology and market share leader in cloud-based service revenue performance solutions for technology, healthcare, and life sciences companies, today announced that CA Technologies uses the ServiceSource Channel Sales Cloud application within its Internet Security Business Unit (ISBU).

The SaaS application helps CA Technologies ISBU sales team improve customer satisfaction and loyalty, and is used in tandem with the ServiceSource managed services offering to sell and renew CA ISBU product subscriptions globally on a common technology and reporting platform.

With the ServiceSource Channel Sales Cloud application, CA Technologies ISBU sales team, distributors, and resellers can better manage their business with a summarized view of up-to-date renewal performance and a detailed list of open opportunities with critical sales information. The application also provides self-service and assisted sales capabilities to help channel partners to maximize their pipeline.

"The ServiceSource Channel Sales Cloud solution is a strategic investment in our customers' satisfaction and our partners' success," said Larry Guerin, vice president of sales and marketing for CA Technologies ISBU. "Since the addition of this solution to our existing service revenue solutions partnership, we've been able to offer our entire sales team and reseller partners a secure, flexible platform to support the sales cycle while delivering consistent reporting globally."

The CA Technologies ISBU sales team and partner network can now prioritize, search, collaborate, and execute on upcoming maintenance, contract, and subscription renewal opportunities with the Channel Sales Cloud application.

"The ISBU needed an easy-to-use application to improve revenue from product subscriptions, and we're thrilled to deliver this functionality to them." said Mike Smerklo, chairman and CEO, ServiceSource. "The Channel Sales Cloud is one of four integrated SaaS applications for service revenue performance, powered by our service revenue platform, which we will continue to aggressively invest in."