

# BMC Software

Business runs on IT. IT runs on BMC Software

In a world where new technologies and buzzwords are introduced every day, BMC has never lost sight of the truth:

**IT powers business and innovation powers IT.**

That's why for more than 25 years, we've focused exclusively on developing software that improves IT's efficiency and value. That's why we have a singular strategic vision that crosses distributed and mainframe environments. And that's why our Business Service Management platform of smarter solutions, faster processes, and stronger controls cuts costs and drives business profit.

We know from our 15,000 global customers that business thrives when IT runs smarter, faster, and stronger.

## SOLVING I.T.'S MOST PRESSING CHALLENGES

Today's IT leaders are confronted with the difficult task of addressing multiple challenges at the same time. No longer is it sufficient to approach each in isolation. BMC offers solutions that help IT leaders tackle them simultaneously.

- » Optimize IT costs — Deliver services up to 30 percent more efficiently and new services up to 50 percent more quickly (with existing staff), while reducing downtime by 75 percent and compliance costs by 30 percent
- » Demonstrate transparency — Gain 95-plus percent visibility into IT spend, decreasing vendor spend by as much as 15 percent and increasing staff utilization by up to 30 percent
- » Increase business value — Reduce downtime by 75 percent
- » Control risk — Reduce service interruptions by 70 percent and automate controls and processes to meet internal and external compliance requirements
- » Assure quality of service — Drive down the risk of costly disruptions by 75 percent and restore service 70 percent more quickly

## Customer Profile

BMC helps 15,000 organizations, representing the following broad areas:

- » 97% of the Forbes Global 100
- » 94% of the Fortune 100
- » Top 20 commercial banks, utilities, and telecommunications companies
- » Top 10 companies in insurance, chemicals, food, media, healthcare equipment and services, aerospace and defense, and technology hardware

## THE BSM LEADER

As the recognized leader in Business Service Management (BSM), BMC provides a comprehensive and unified platform that simultaneously optimizes IT costs, demonstrates transparency, increases business value, controls risk, and assures quality of service.

Using BMC solutions, you will more easily address critical initiatives, including:

- » BSM for Application Operations
- » BSM for Cloud Computing
- » BSM for Data Center Automation
- » BSM for IT Cost Transparency
- » BSM for IT Decision Support Automation
- » BSM for IT Governance, Risk and Compliance
- » BSM for IT Service Management
- » BSM for Mainframe Cost Optimization
- » BSM for Proactive Operations

## PRODUCTS AND SOLUTIONS

BMC solutions simplify, standardize, automate, and integrate IT processes and functions using a common data model with a shared definition of services and IT configurations.

As one of the world's largest software vendors, our extensive portfolio of software solutions spans mainframe and distributed systems, applications, databases, and IT process management functions.

With BMC, you will manage the complete lifecycle of business services — from service definition and business prioritization through service request and support, provisioning and configuration, monitoring and operations, and finally, planning and governance.

## Corporate Background

- » Founded in September 1980
- » Initial public offering in August 1988
- » Pioneered the concept of Business Service Management in 2003
- » Holds 115 software technology patents
- » Market coverage in more than 124 countries
- » Corporate headquarters located in Houston
- » International headquarters located in Amsterdam and Singapore
- » Approximately 6,000 employees worldwide
- » Member of S&P 500
- » Delivered the industry's first application management solution (PATROL)

## REQUEST AND SUPPORT

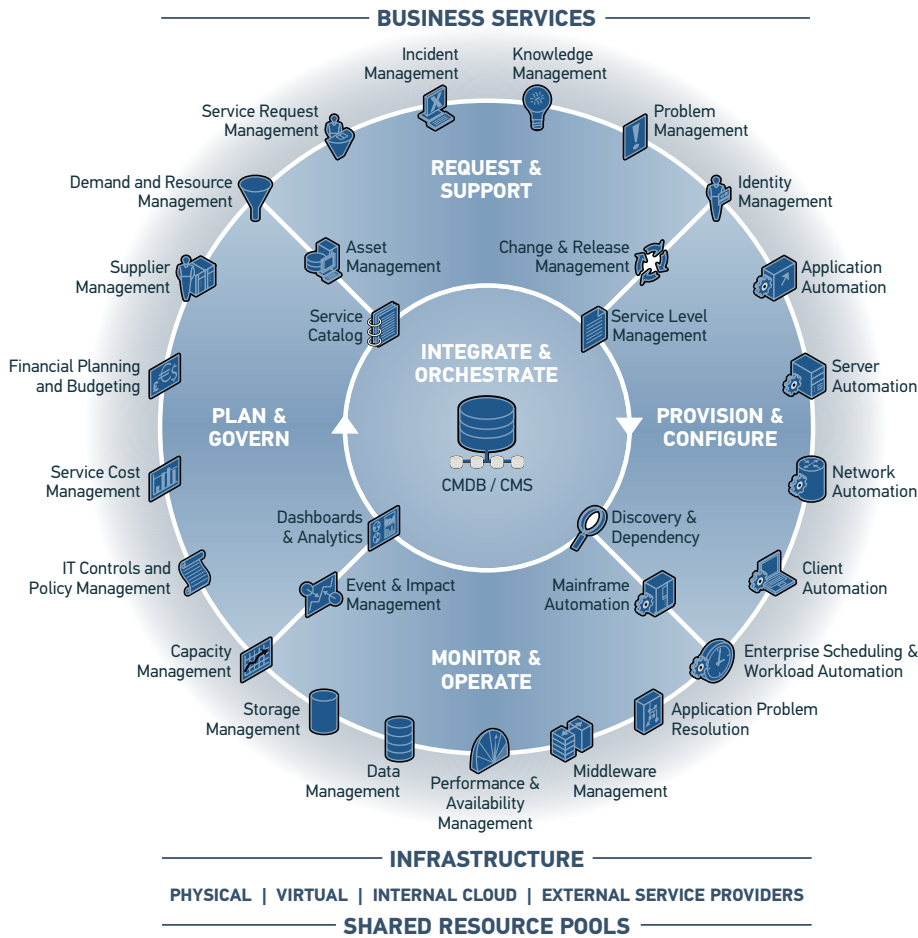
- » Simplify and automate processes for requesting, changing, and supporting business services with the industry's leading service support solution
  - Create a stable environment using a unified ITIL process model
  - Increase staff productivity and consistency by automating processes, policies, and tasks
  - Collaborate with application development to reduce mean time to repair (MTTR) and recurring incidents
- » Solutions include the BMC Remedy IT Service Management Suite, BMC Remedy Service Desk, BMC Remedy Asset Configuration Management, BMC Remedy Change and Release Management, BMC Self Service, BMC Remedy OnDemand, BMC ServiceDesk on Force.com, and more.

## PROVISION AND CONFIGURE

- » Consistently deploy complete business services across applications, servers, networks, and client devices using a proven unified architecture for provisioning, compliance, and release management
  - Accelerate delivery of new services
  - Reduce the risk of change
  - Improve productivity and lower the unit cost of management
  - Enforce operational, security, and regulatory compliance
- » Solutions include BMC BladeLogic Application Release Automation, BMC BladeLogic Client Automation, BMC BladeLogic Network Automation, BMC BladeLogic Server Automation Suite, and more.

## MONITOR AND OPERATE

- » Ensure continual business operations by proactively identifying and resolving IT issues across mainframe, distributed, and virtual environments (including private, public, and hybrid clouds)
  - Solve issues before users experience problems
  - Manage ever-increasing data, transaction, and task volumes with the same or reduced staff
  - Increase mainframe and subsystem performance
  - Integrate job scheduling and batch processing to a single focal point
  - Gain an accurate view of middleware infrastructure and a record of enterprisewide business service performance
  - Link business impact and IT data to make better decisions
- » Solutions areas include data management (DB2, IMS, VSAM), systems management (BMC MainView), storage management, middleware management, BMC ProactiveNet Performance Management, BMC Capacity Management, enterprise scheduling and workload automation (BMC Control-M), and more.



## Customer Highlights

- » **Motorola** created “one vision of IT” with BMC Service Support
- » **Mutual of Omaha** reduced database downtime by 66% and, as a result, reduced problem tickets by 60%
- » **Princess Cruises** eliminated downtime for planned maintenance and prevented unplanned outages
- » **Siemens Business Services** dramatically reduced incident resolution time and call wait time
- » **Sony Pictures Entertainment** improved efficiency and responsiveness by consolidating its service desk operations
- » **Virgin Mobile** reduced applications deployment from six hours to 30 minutes
- » **Vodafone Australia Pty Limited** reduced the number of incidents by 20% with visibility to root cause

### PLAN AND GOVERN

- » Manage your IT supply, demand, and budget and ensure compliance with policies and regulations
  - Provide transparency and visibility across 95-plus percent of IT spend
  - Improve staff utilization by up to 30 percent
  - Reduce the cost of compliance activities by up to 30 percent
  - Decrease vendor spend by as much as 15 percent
  - Assess and prioritize projects based on value and risk to make fact-based decisions
- » Solutions include the BMC IT Business Management Suite, which contains BMC Demand and Resource Management, BMC Financial Planning and Budgeting, BMC IT Controls Management, BMC Service Cost Management, and BMC Supplier Management.

### INTEGRATE AND ORCHESTRATE

- » Discover, model, visualize, and assign priority to business services. Federate and orchestrate data and workflow to improve efficiency.
  - Seamlessly integrate data and processes to improve decision making
  - Establish a single source of truth for the IT infrastructure
  - Define and automate repeatable processes
- » Solutions include the BMC Atrium CMDB, BMC Atrium Discovery and Dependency Mapping, BMC Dashboards for BSM, BMC Analytics for BSM, BMC Atrium Orchestrator, BMC Remedy Action Request System, and more.

## AWARDS AND RECOGNITIONS

BMC is positioned in the "Leaders Quadrant" in the following Gartner Magic Quadrants:

- » **IT Event Correlation and Analysis**, 2009, D. Williams & D. Curtis, July 2009
- » **IT Service Desk**, 2009, D. Coyle & K. Brittain, October 2009
- » **Job Scheduling**, 2009, M. Govekar, April 2009

BMC is also positioned in the "Visionaries Quadrant" in the following Gartner Magic Quadrant:

- » **IT Project and Portfolio Management**, D. Stang & M. Hanford, June 2009

In addition, Forrester Research has recognized BMC as a "Leader" in the following Forrester Wave:

- » **The Forrester Wave: IT Asset Lifecycle Management**, Q2 2009 (April 2009)

Bloomberg BusinessWeek recognized BMC as one of **BusinessWeek's Top 50 Performers in the S&P 500** with a 153% 5-year return on investment. (June 2010)

## BMC'S CORPORATE COMMITMENT

BMC and its employees are active in helping our local communities by supporting numerous charitable programs and humanitarian activities. In addition, we are making a concerted effort to become better stewards of our environment.

BMC fosters a diverse and inclusive environment in two primary ways: recognition of the unique strengths and value that people from all over the world bring to the company, as well as the creation of strategic alliances with community organizations and businesses that help to contribute to employee growth and success.

## YOUR I.T. MANAGEMENT PARTNER

Business thrives when IT runs smarter, faster, and stronger. For more than 25 years, BMC Software has focused on developing software that improves IT's efficiency and value. That's why the most demanding IT organizations in the world rely on BMC Software to help them run IT across both distributed and mainframe environments.

Founded in 1980, BMC has approximately 15,000 customers, maintains operations directly or through our channel partners in over 124 countries, and is ranked as the 8<sup>th</sup>-largest independent software company according to revenue. For the four fiscal quarters ended March 31, 2010, BMC revenue was approximately \$1.91 billion.

### Magic Quadrant Disclaimer

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