

Business Service Management

Simplify and Automate IT

As an IT leader, you are expected to optimize IT costs and demonstrate transparency, while also increasing business value, controlling risk, and assuring quality of service. But more importantly, your credibility is on the line in meeting the commitments you have made in each one of these areas.

If your IT organization is like most, manual and poorly documented processes and a lack of trusted information about IT assets, projects, and services create too much complexity and inhibit communication. Success, therefore, is hard to achieve because you are unable to address these objectives simultaneously. For example:

- » How do you ensure that you are getting the most out of your people, resources, and vendors?
- » How quickly can you deploy a new business service to increase revenue opportunity or profitability?
- » What approach do you take to satisfy increasing service quality requirements, control risk, and ensure your management team and business stakeholders have a clear understanding of how IT budget and resources are aligned with business priorities?

Most IT leaders answer these questions with a variety of different processes and technologies, some developed in-house and others by IT management vendors.

What if there were a platform-based approach that helped you address each of these objectives simultaneously, so you could meet the expectations of your organization and increase the confidence placed in IT?

Business Service Management (BSM) is a comprehensive and unified platform that simultaneously optimizes IT costs, demonstrates transparency, increases business value, controls risk, and assures quality of service. *BSM simplifies, standardizes, and automates IT processes, so you can efficiently manage business services throughout their lifecycle — across distributed, mainframe, virtual, and cloud-based resources.* With BSM, your organization has the trusted information it needs, so you can prioritize work based on critical business services and orchestrate workflow across your IT management processes and functions.

With BSM, customers from around the world, and in every industry, have been able to:

- » Deliver services up to 30 percent more efficiently
- » Deliver new services up to 50 percent faster
- » Reduce downtime by 75 percent
- » Reduce the cost of compliance by 30 percent
- » Gain 95-plus percent visibility into IT spend and effectively centralize planning and budget efforts

“ BMC pioneered the business service management (BSM) concept as a way to help better align IT Operations with business needs ... BMC’s BSM leadership comes from several years of internal development and complementary acquisitions around its core platform of Remedy and Atrium and is further strengthened by its mainframe expertise.”

Forrester Research,
“The IT Management Software Megavendors,”
J.P. Garbani and P. O’Neill, August 2009

BSM: ERP FOR I.T.

Most IT organizations have highly manual processes, often held together by paper-based forms, spreadsheets, email, personal relationships, and tribal knowledge. Information about IT configurations and assets is limited and not easily shared, and what's worse, the information that does exist usually is not mapped to meaningful business information, such as business priority or value supported. This situation makes it difficult for IT organizations or service providers to scale, respond quickly, meet commitments consistently, utilize assets effectively, and provide visibility across operations.

IT organizations have spent years helping their business counterparts implement ERP systems to simplify, standardize, and automate business processes. Now, it is time for IT to do the same for its own processes. Just as ERP provided a platform for automating and simplifying business planning and operations, BSM provides a platform for effective IT planning and operations.

The need for an IT management platform is important for two reasons:

- » First, a platform-based approach provides a consistent way of sharing information. Just as businesses needed to standardize on the definitions of "customer" and "products," IT organizations need to standardize around consistent terms, such as "services" and "resources."
- » Second, a platform-based approach also standardizes the communications and workflow between functions through APIs and a shared data model. With a platform-based approach, the output of one function becomes the input to another (for example, the output of request management is an input to change management).

MANAGING THE LIFECYCLE OF SERVICES

Every business service — whether it's order processing, email, or payroll — has a lifecycle. IT must define it, move it into production, ensure that it is running effectively, and make changes as the business requires. Furthermore, IT must be able to constantly assess services for compliance and plan for future services.

All of these tasks are interrelated. For example, services that are built and configured should be known to the IT management system that is monitoring the ongoing performance of the applications that support the services. The key phases of the IT Service Lifecycle managed by BSM are:

- » **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
- » **Provision and Configure** - Consistently deploy complete business services across applications, servers, networks, databases, 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
- » **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 enterprise-wide business service performance
 - Link business impact and IT data to make better decisions
- » **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

- » **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

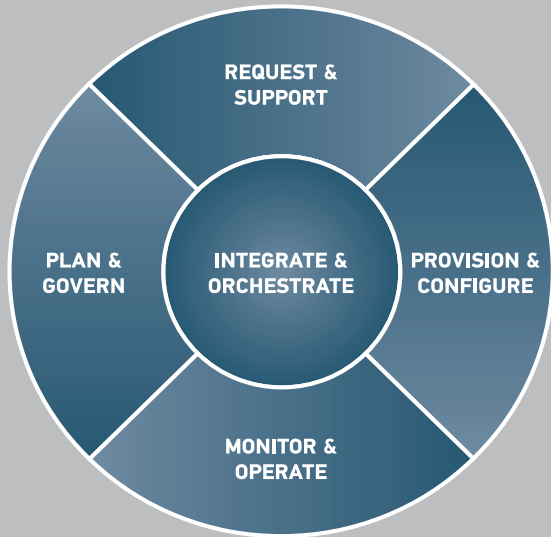
ENABLING YOUR MOST CRITICAL INITIATIVES

As the BSM pioneer and market leader, BMC offers a low-risk, modular approach to implementing BSM. BMC has successfully delivered more BSM implementations than any other company and brings that experience into every engagement.

BSM can be incrementally adopted for the following critical IT initiatives:

- » **Cloud Computing** — BMC brings the best of traditional service management together with the flexibility, scalability, and responsiveness of the cloud architecture. This ensures IT meets and exceeds the expectations of the business from the private cloud, and opens the door to integration with public cloud environments with confidence.

BUSINESS SERVICES



INFRASTRUCTURE

MAINFRAME | DISTRIBUTED | VIRTUAL | CLOUD

- » **Data Center Automation** — BMC offers a comprehensive approach to data center automation that eliminates manual and isolated tasks by automating data center management activities and processes across distributed, mainframe, virtual, and cloud environments and technologies.
- » **IT Business Management** — BMC delivers the only truly integrated approach to managing the business of IT. Built on a comprehensive data model that captures the interdependencies among IT functions, the solution bridges the silos of information across demand, supply, resources, financials, and risk to provide a single system of record for visibility, coordination, and control of IT.
- » **IT Service Management** — BMC removes complexity and costs, while also providing visibility into the resources, activities, and priorities required to deliver and support business services — either on-premise or on-demand.
- » **Mainframe Cost Optimization** — BMC helps IT deliver the highest levels of service using the least amount of resources by automating the monitoring and tuning of applications; exploiting specialty processors to reduce monthly variable workload charges; and optimizing the balance between business demand and low-cost processing.
- » **Proactive Operations** — With BMC, IT can simplify the monitoring and management of its data center by combining performance, availability, event, and impact management of physical, virtual, and cloud environments. BMC combines planning, predictive analytics, and preventative automation to increase IT's responsiveness to business demand, while eliminating costly and risky reactive processes.

BSM: A PROVEN APPROACH

BMC has been delivering BSM solutions to thousands of customers, in every industry and geography, to address their most critical IT needs. Solution implementations are structured to focus initially on your company's most pressing problems, but also structured to integrate with future IT management projects.

BMC Global Services partners with you through the complete project lifecycle. Our engagements are prescriptive, focusing on IT transformation and solution adoption. Each of our teams — Consulting Services, Educational Services, Managed Services, and Premier Support — is focused on achieving the highest level of client satisfaction with measurable value. We know that your success requires more than selecting the right technology; it demands skilled resources, well-aligned processes, and a proven best-practice approach. In each area, you can trust BMC Global Services to deliver.

BMC will help you define, implement, and operate your BSM solutions for you. BMC offers some of its most popular solutions through a Software-as-a-Service (SaaS) model. BMC's approach of letting users flexibly control how IT management solutions are delivered, and integrating it with existing investments, provides an architecture that lowers operations costs, demonstrates transparency, increases business value, controls risk, and assures quality of service.

OPTIMIZE I.T. COSTS

Many IT organizations spend over two-thirds of their budget keeping existing services up and running. With BSM, you can cost-effectively allocate resources; improve productivity across planning, delivery, and operational activities; and make informed sourcing decisions to achieve ideal cost structure for IT.

- » A global telecommunications company estimates cost-savings and productivity gains of \$20 million as a result of standardizing its service desk capability, and another \$12 million in savings associated with the elimination of 81 percent of help desk incidents associated with changes.

DEMONSTRATE TRANSPARENCY

Business stakeholders are putting more pressure on IT to demonstrate how IT budgets are being spent and to prove the value they deliver. Furthermore, IT leaders require greater visibility into how their organization is running, so they can make better fact-based decisions. BSM helps you provide business stakeholders with a complete and accurate view of IT spending and status, including how investments and decisions map to business priorities.

- » A global securities trading firm eliminated 20 full-time employees, creating first-year savings of 3 million euro by centralizing its planning and budgeting efforts with BSM. The firm reduced the number of its cost centers from 1,500+ to 150, increased transparency and governance, and can now make strategically aligned IT investment decisions with increased credibility.

INCREASE BUSINESS VALUE

IT is constantly challenged to support projects that create new business value. With BSM, you can automate the delivery of services and rapidly modify existing services to address changing business requirements.

- » With BSM, a large European and Latin American bank has reduced the time to deploy new services by more than 50 percent. The bank now manages its infrastructure from a business perspective and has improved both quality of service and IT responsiveness. Further, it has met compliance goals for asset management, driven down third-party maintenance costs, and reduced the number of vendors used.

CONTROL RISK

In many enterprises, IT has become a critical party to ensuring compliance and minimizing risk by making sure key information and processes are documented and followed. With BSM, you can automate processes and enforce controls with regards to compliance, business interruption, personnel, and suppliers.

- » A leading telecommunications manufacturer consolidated multiple processes into a single companywide change process, providing 30 percent reduction in mean time to repair, 60 percent reduction in unplanned outage time, and an \$11 million savings in change management alone.
- » A global financial services company reduced outage time for mainframe database changes by 97 percent.

ASSURE QUALITY OF SERVICE

When services are disrupted, business is disrupted. However, allocating extra support resources to specific services in anticipation of downtime rarely works, and is certainly more expensive. BSM offers an alternative. With BSM, you can assure service quality and business continuity by enabling key business processes, anticipating issues, and quickly restoring service.

- » An institutional securities group achieved 99.9 percent availability, a key performance indicator for critical business objectives. The customer estimates savings of 50 percent in administration time, and also estimates a savings of up to 30 percent in storage cost avoidance.

BUSINESS RUNS ON I.T. I.T. RUNS ON BMC SOFTWARE.

Business thrives when IT runs smarter, faster and stronger. That's why the most demanding IT organizations in the world rely on BMC Software across distributed, mainframe, virtual and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended December 31, 2010, BMC revenue was approximately \$2 billion.

LEARN MORE

BMC offers assessment tools and services that can help you implement BSM incrementally to address both your immediate and long-term IT management goals. To learn more, please visit <http://www.bmc.com/bsm> or call (800) 841-2031.

BMC, BMC Software, and the BMC Software logo are the exclusive properties of BMC Software, Inc., are registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other BMC trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. ITIL® is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office, and is used here by BMC Software, Inc., under license from and with the permission of OGC. All other trademarks or registered trademarks are the property of their respective owners. © Copyright 2008-2011, BMC Software, Inc. All rights reserved.

