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, mainframe, virtual, and cloud 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 100 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 in 133 countries, representing the following broad areas:
» 94% of Fortune 100 (US only)
» 81% of Fortune 500 (US only)
» 97% of Global Forbes 100
» 86% of Global Forbes 500
» 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

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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 your critical initiatives, including:

» Cloud Computing
» Data Center Automation
» IT Business Management
» IT Service Management
» Mainframe Cost Optimization
» 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 applications, databases, and IT process management functions across mainframe, distributed, virtual, cloud, and mobile environments.

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.

REQUEST AND SUPPORT

» Simplify and automate processes for requesting, changing, and supporting business services with the industry's leading service support solution, any time and anywhere.
  • Create a stable environment using a unified ITIL® process model
  • Increase staff productivity and consistency by automating processes, policies, and tasks

Corporate Background

» Founded in September 1980
» Initial public offering in August 1988
» Pioneered the concept of Business Service Management in 2003
» Holds 139 software technology patents
» Market coverage in more than 133 countries
» Corporate headquarters located in Houston
» International headquarters located in Amsterdam and Singapore
» Approximately 6,000 employees worldwide
» Member of S&P 500

  • 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 OnDemand, BMC Remedyforce Service Desk, BMC Mobility for IT Service Management, and more.

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
» Solutions include the BMC BladeLogic Automation Suite, BMC Cloud Lifecycle Management, 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)
  • Proactively detect and resolve application performance issues before they affect end users
  • 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
» Solutions include BMC Capacity Optimization; BMC Data Management for DB2, IMS, and VSAM; BMC End User Experience Management; BMC MainView; BMC Middleware Management; BMC ProactiveNet Performance Management; BMC Control-M Workload Automation; and more.

PLAN AND GOVERN

» Manage your IT supply, demand, and budget and ensure compliance with policies and regulations
  • Provide transparency and visibility across 100 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 BMC Demand and Resource Management, BMC Financial Planning and Budgeting, BMC IT Controls Management, BMC Service Cost Management, and BMC Supplier Management (all available as part of the BMC Remedy IT Service Management Suite and BMC IT Business Management OnDemand).

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 IT infrastructure and relationships
  • Define and automate repeatable processes
» Solutions include the BMC Atrium CMDB, BMC Atrium Discovery and Dependency Mapping, BMC Atrium Dashboards and Analytics, BMC Atrium Orchestrator, BMC Atrium Service Level Management, and more.

GLOBAL SERVICES

With more than 2,000 customer implementations, BMC is uniquely qualified to help you simplify and automate your IT infrastructure and processes so you can better manage business services. BMC Global Services teams with you through your complete project lifecycle — from project planning, through design and implementation, to ongoing operations. Our engagements are mapped to your specific business objectives and range from architecture and project planning to process and organizational transformation. Our teams — Consulting, Education, and Managed Services — are all focused on achieving the highest level of client satisfaction and realized outcomes.

KEY PARTNERSHIPS

BMC Software is focused on helping you design and implement complete solutions to meet your specific business needs. We have formed strong partnerships with more than 500 technology companies worldwide to create a partner network that can deliver all elements of a complete Business Service Management solution — across the globe.

Strategic Partnerships include:

» **Accenture:** Accenture and BMC have expanded their long-standing relationship with two technology agreements, one for the joint development and implementation of BMC's BSM solutions and another for the provision of consulting and integration services to BMC's Professional Services.
» **Cisco:** Cisco and BMC announced a strategic alliance to develop new platforms for large-scale cloud computing. The first offering from this alliance, the Integrated Cloud Delivery Platform, is a cloud service delivery solution based on integration between Cisco's Unified Service Delivery solution for service providers, and BMC's Cloud Lifecycle Management solution.
» **Dell:** Dell delivers flexible and high-performance computing platforms with a long history of best practices and implementation services for optimizing the Data Center. As a leading user of BMC's BSM solutions, Dell has the experience and resources to help our joint customers implement a complete infrastructure based on BSM.
» **Red Hat:** Red Hat and BMC are working together to offer a choice in hybrid cloud infrastructure and management by providing a tightly integrated and optimized turnkey platform, including the BMC Cloud Lifecycle Management solution running on Red Hat Enterprise Linux and Red Hat Enterprise Virtualization Manager.
» **salesforce.com:** The Remedyforce Cloud brings together a broad set of IT service management capabilities with the power of the force.com platform and ecosystem. With BMC Remedyforce Service Desk, customers can take advantage of over 20 years of service management leadership, the simplicity of a SaaS IT service management solution suite, and the stability of a proven cloud delivery infrastructure.

AWARDS AND RECOGNITIONS

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

» Magic Quadrant for the IT Service Desk (November 2010)
» Magic Quadrant for IT Event Correlation and Analysis (December 2010)

In addition, BMC is recognized by Gartner as a market share leader in the following segments (Source: Gartner, Inc., "Market Share: All Software Markets, Worldwide, 2010", C. Graham, et al., March 2011):

» IT Service Desk and Help Desk (exceeds that of next three competitors combined)
» Asset Management
» DBMS Management (Mainframe)

Finally, *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 support of 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. 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 March 31, 2011, BMC revenue was approximately $2.1 billion.

Magic Quadrant Disclaimer
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