

The Future of Service and Operations Management: **A Buyer's Guide**



Enterprise service excellence is the new normal. But what does it take?

In a hyper-accelerated, hyper-scale digital economy, innovation, velocity and agility are table stakes. Being able to pivot quickly enough deliver the services and experiences users expect is a given. The focus is no longer on transformation: today it's about staying competitive in world that's already gone digital. Frustration with now-routine experiences such as self-service, change management and issue resolution can make it difficult to attract and retain top talent, and can drive customers away.¹

With enterprise-wide service excellence a prerequisite for engaging experiences, choosing the right management tools and solutions has never been more important. What's required is end-to-end convergence of service management (ITSM, which governs what services are delivered) and IT operations management (ITOM, which governs how the organization delivers those services).

Achieving the full, seamless ITSM/ITOM integration enterprises need demands a holistic approach. That is what this buyer's guide is all about.

Source:

¹ Deloitte article – <https://www2.deloitte.com/us/en/insights/topics/digital-transformation/improving-digital-employee-experience.html>

² Hanover ITSM/ITOM survey, January 2020

The state of ITSM/ITOM convergence

*Enterprises are taking steps, but
more needs to be done²*

74%

have integration strategies in place

19%

have integrated

80%

say they need to do more



57%

of enterprises look to deliver quality services faster using big data, machine learning and AI to understand user behavior and manage operational complexity

Seamless ITSM/ITOM leads to better outcomes

Closing the gap between ITSM and ITOM expands what's possible, making service delivery more agile and effective while simultaneously driving efficiency and operational optimization. That leads to better outcomes:¹

- + Faster delivery of quality services by leveraging big data, machine learning and AI.
- + Faster MTTR for service issues and operational events by reducing time to identify root causes.
- + Dramatically reducing the number of people involved in resolution and eliminating redundant work.
- + Reducing risk by prioritizing events and tickets according to business impact.
- + Accelerating time-to-market for quality solutions by removing roadblocks.
- + Increasing productivity and cutting costs by capitalizing on cross-discipline expertise and efficiencies.

Automation in a converged environment plays an important role and is key to accelerated deployment of the innovative, compelling services that organizations demand.¹

- + Infrastructure-based service resolution that automatically creates an incident with the related causal factors already attached, so fixing problems takes less time and effort.
- + Impact-based ticket prioritization, with understanding of both cause and the best way to resolve the problem so the most important issues can be addressed first.
- + Event-based service resolution that automatically creates ITSM tickets from ITOM events so staff isn't working in disconnected silos.
- + Automated event remediation in which events initiate remediation workflows and associated incident management, freeing IT staff from manual tasks that take them away from strategic work that could give the enterprise a competitive edge.

Source:

¹ Hanover ITSM/ITOM survey, January 2020

What does seamless service and operations management look like?

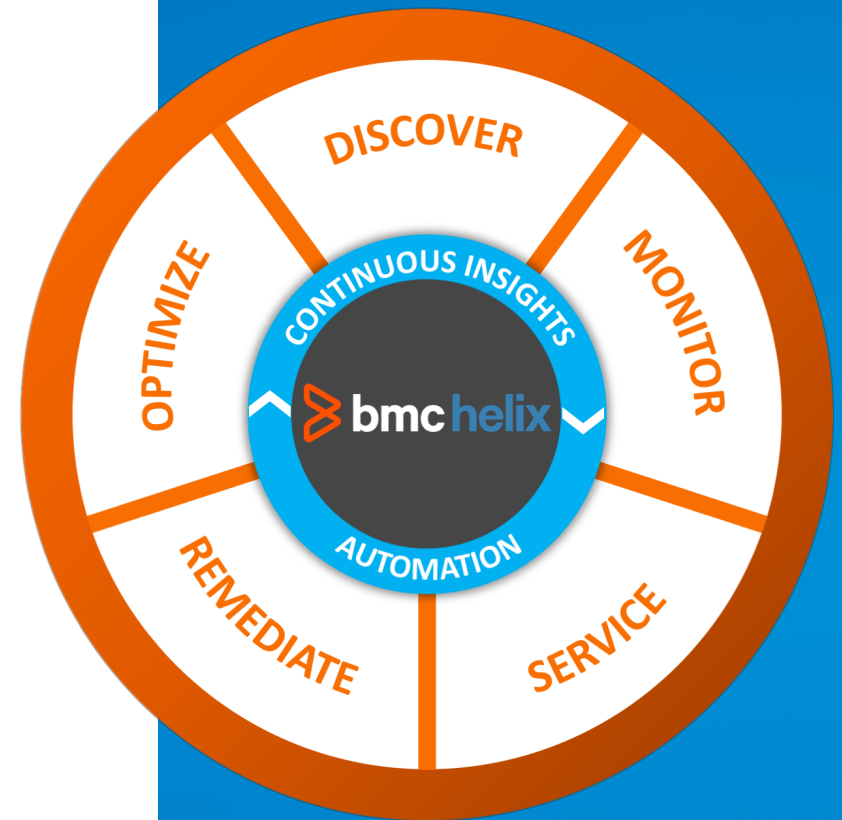
Think beyond the tools: Focus on achieving excellence

Among the biggest challenges enterprises face: outdated infrastructure, implementation costs, changing business requirements, inability to meet required workload demands, data security and rapidly evolving technologies.¹

A holistic view of the issues shows that excellence is required in five critical areas. None are specific to ITSM or ITOM: each one encompasses both:

- + Understand what you have and how it all works together, to get an end-to-end view of services and operations that enables more effective management.
- + Gain visibility into what's happening, in real time, to get ahead of potential problems.
- + Manage service incidents, changes and requests intelligently to achieve enterprise objectives.
- + Tackle vulnerabilities and blind spots to reduce risk.
- + Make the best use of assets and resources to minimize cost while maximizing availability.

Look for solutions that can help you do all of these, bringing ITSM and ITOM together in one converged platform.



Source:

¹ Hanover ITSM/ITOM survey, January 2020

Critical capabilities for converged ITSM/ITOM

A wide range of capabilities are critical to core ITSM and ITOM. The key point, however, is that convergence, as well as excellence in both domains, is needed to unlock their full potential.

Core ITSM excellence

- + Automation of all key processes including incident, problem and SLA management.
- + Application of AI and machine learning to user behavior.
- + Flexibility and streamlined user experience for self-service and request fulfillment.
- + Support for non-IT business use cases such as finance and CRM.

Core ITOM excellence

- + Integrated, automated change and release management.
- + Application of AI and machine learning to operations management (AIOps).
- + Ability to understand infrastructure trends and adjust automation to match.
- + Scalability beyond the data center.

Converged enterprise service excellence

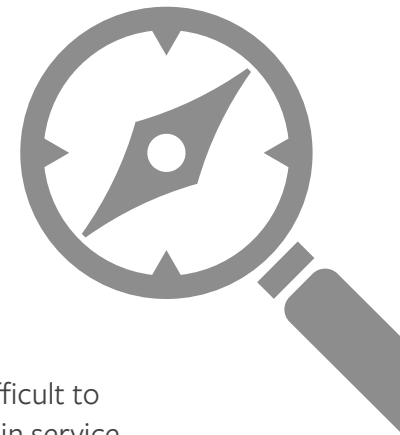
- + Seamless operational support of enterprise services across multi-cloud environments.
- + Application of AI and machine learning throughout the service management/operations stack.
- + End-to-end integration of data, management tools and platforms for full visibility into service. and operational dependencies, performance and utilization.



Source:

Gartner critical capabilities for IT Service Management tools – <https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>

Forrester Wave: Infrastructure Automation Platforms, Q3 2019 and Forrester Wave: Enterprise Service Management, Q4 2019 – <https://www.bmc.com/forms/truesight-server-automation-forrester-wave-analyst-report.html>



Discover

Reveal dependencies across all clouds and on-prem

WHY IT'S IMPORTANT: If you don't have a complete view of what's in your organization at all times, it becomes far more difficult to respond to service requests. An up-to-the-moment picture of inventory, status, dependencies and changes makes excellence in service delivery far easier to achieve.

WHY IT'S A PROBLEM: Enterprise infrastructures are becoming more complex: diverse public and private clouds spanning multiple vendors such as AWS and Azure, plus on-premises. This can make it difficult to get a clear view of business services, increasing risks of data center disruption, service bottlenecks and overspending on unneeded assets.

BEST PRACTICE: Find a solution that makes it possible to gain a comprehensive, automated, service-related view of their entire IT environment in real time. This makes it possible to closely align service delivery with IT operations and available resources.

LOOK FOR:

- + **Complete data discovery** – Reduce complexity with a single-pane-of-glass view of 100 percent of assets including on-prem and off-prem clouds, containers and virtualized infrastructure to provide full visibility and eliminate management redundancy.
- + **Easy-to-create application maps** – Model your assets starting from any point in the application stack to speed and simplify discovery across the infrastructure.
- + **Direct access to discovered data** – Gain graphical understanding of dependencies and how changes to hardware, software and services may impact the environment, to increase efficiency and reduce costs.
- + **Scalable architecture** – Match the deployment model to your environment, on-premises or SaaS in the cloud for optimized use of IT spend.
- + **Return on investment** – Leverage AI and to increase efficiency and productivity, with potential ROI exceeding 500% over five years according to analyst studies.¹

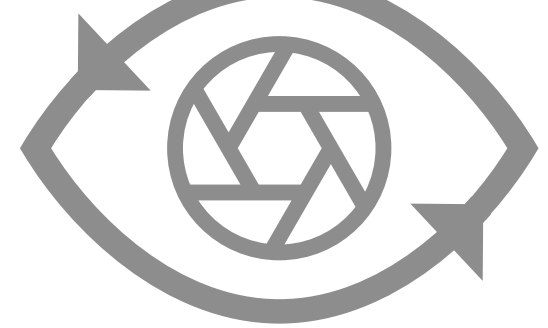
The BMC Helix difference

“The BMC Helix Discovery module for its configuration management database (CMDB) is best-in-class.” – (Ref. The Forrester ESM Wave 2019)

Source:

¹ BMC Helix Discovery Helps Organizations Optimize ITSM Operations and Asset Management, An IDC White Paper, Sponsored by BMC – <https://www.bmc.com/forms/bmc-helix-discovery-idc-report.html>

² Forrester Wave: Enterprise Service Management, Q4 2019 – <https://www.bmc.com/forms/helix-itsm-forrester-esm-q4-analyst-report.html>



Monitor

Uncover events, alerts and anomalies in real time

WHY IT'S IMPORTANT: Achieving service and operations excellence throughout the enterprise requires knowing that everything is running as it should across both domains. Ensuring that service delivery meets business goals requires organizations to be proactive, addressing issues before they become problems.

WHY IT'S A PROBLEM: Reliance on multiple, disconnected sources of data and different management tools can mask the true cause of issues, making it difficult to fully comprehend what's happening at any given moment and allocate resources intelligently. This can lead to service disruption or poor performance that drives up costs and inhibits productivity across the organization, both for business users and those involved in operations.

BEST PRACTICE: Find a solution that provides a single, streamlined view of all enterprise services, service-related processes and operations to make sure everything is working in sync, as it should – cited by 80% of surveyed businesses as a key capability¹. In addition, it should make use of trend data and AI. Gartner recommends selecting a platform that applies AIOps to key use cases such as task automation, knowledge management and change analysis.²

LOOK FOR:

- + **AI and machine learning** – Technology that prioritizes and surfaces important information to alert you to potential issues more quickly, so you can get ahead of them. The majority of businesses that enable AIOps are able to achieve key objectives including predictive alerting, outage prediction, root cause analysis and event prioritization.¹
- + **Seamless service and operations monitoring** – Single, converged platform that encompasses all ITSM and ITOM events and status, regardless of source so you can enable a simplified, cross-functional service management experience. This helps to ensure SLA compliance and can provide early indicators of potential problems, prompting proactive remediation.
- + **Intelligent analytics** – Probable-cause analysis that addresses service issues at the source so you can pinpoint problems for faster and more effective resolution. Some solutions lag in applying the full power of machine learning and analytics.³

The BMC Helix difference

BMC Helix is ranked #1 in both Intermediate and Advanced use cases as well as AITSM capabilities, according to Gartner.²

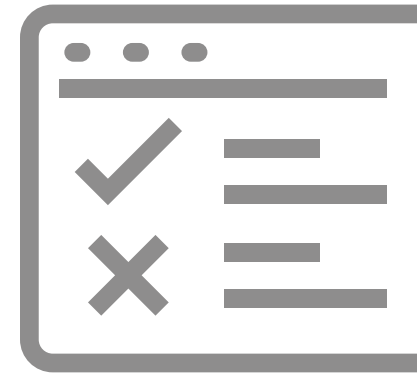
Source:

¹ Hanover ITSM/ITOM survey, January 2020

² Gartner Critical Capabilities for IT Service Management Tools – <https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>

³ Forrester Wave: Enterprise Service Management, Q4 2019 – <https://www.bmc.com/forms/helix-itsm-forrester-esm-q4-analyst-report.html>

Service



Speed request resolution through intelligent automation

WHY IT'S IMPORTANT: Digital business demands that service requests be handled quickly and correctly, the first time. Delivering the right information, tools and actions to the right people at the right time and place speeds resolution and reduces the need for investigation, boosting productivity.

WHY IT'S A PROBLEM: When requests and issues require the enterprise to coordinate multiple ITSM and ITOM management platforms and rely on human intervention, service levels go down as does customer service. Mean time to resolution increases, service desk costs go up, and the information needed for proper resolution may not be available.

BEST PRACTICE: A converged solution should deliver intelligent, automated holistic service management that crosses domains and leverages operational data, enabling highly efficient and far less costly self-service and resolution of requests and trouble tickets. This enables high-priority use cases including infrastructure-based, impact model-based and event-based service resolution as well as automated event remediation.

LOOK FOR:

- + **End-user-driven service resolution** – Self-service technologies such as chatbots and AI-driven service portals empower business users and reduce the need for manual intervention that takes time, lowers productivity and increases the chance of error.
- + **Cognitive automation** – Advanced features such as email text analysis, intelligent ticket classification and smart reporting improve service desk effectiveness, lowering mean time to resolution and reducing costs while improving customer service and IT staff productivity.
- + **Integration with DevOps tool chains and processes** – Automating change management, releases and provisioning through customizable workflows reduces downtime and scheduled service outages, speeding development of new services and apps.

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¹ Gartner Critical Capabilities for IT Service Management Tools – <https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>



Remediate

Reduce risk through intelligent control of services and infrastructure

WHY IT'S IMPORTANT: In a complex digital business environment, compliance and risk exposure can become serious issues, with pressure to provide tight operational governance and minimize exposure to security risks and breaches. When remediation can be done more efficiently and effectively, IT staff can spend more time on innovation.

WHY IT'S A PROBLEM: Services and assets must be properly governed throughout their life cycle. Labor-intensive manual management combined with complexity and lack of transparency on both the service and operations side can consume excessive staffing resources, just to keep users and infrastructure in compliance.

BEST PRACTICE: Reduction of risk across the business by prioritizing events and tickets according to business impact is a key benefit, according to 44% of surveyed businesses.¹ An ITSM/ITOM solution should enable the organization to fully understand all activity and risk exposures using both historical and real-time streaming data², and orchestrate change management automatically. This facilitates easy compliance with internal policies as well as industry mandates, reducing both risk and cost.

LOOK FOR:

- + **Adherence to established industry standards** – Up-to-date, automated compliance with standards such as PCI (Payment Card Industry), CIS (Center for Internet Security) and GDPR (General Data Protection Regulation) to minimize audit risk and speed time-to-market.
- + **Comprehensive governance of your entire environment** – Visibility and control that spans all clouds and on-prem infrastructure, including containers, to seal vulnerability gaps and fully mitigate security risks.
- + **Integrated, AI-driven automated change, incident and problem management** – A single, intelligent platform for management of all requests and changes that increases productivity and minimizes the potential for unintentional risk exposure.

The BMC Helix difference

In Forrester's Infrastructure Automation Platforms scorecard, BMC scored first overall for its current offering, including deployment, infrastructure management, automation engine capabilities, integrations, governance, monitoring and community support, with perfect scores in three categories.³

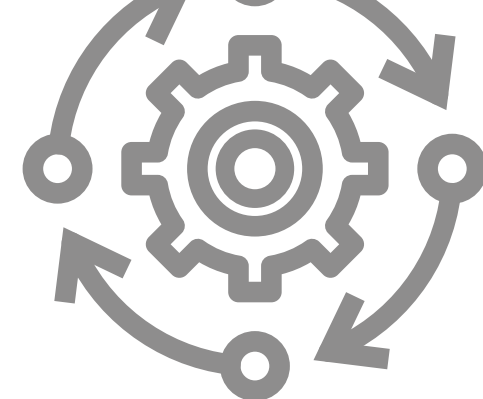
Source:

¹ Hanover ITSM/ITOM survey, January 2020

² Gartner Critical Capabilities for IT Service Management Tools – <https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>

³ Forrester Wave: Enterprise Service Management, Q4 2019 – <https://www.bmc.com/forms/helix-itsm-forrester-esm-q4-analyst-report.html>

Optimize



Balance IT cost and business risk

WHY IT'S IMPORTANT: Intelligently managing and using IT resource investments is a growing priority for many organizations, especially as they grow increasingly reliant on external service providers and public cloud services.

WHY IT'S A PROBLEM: Reducing IT cost while ensuring peak performance can be difficult. Poor planning, lack of visibility and inefficient resource deployment can exact a steep price with overprovisioning of on-premise and cloud resources.

BEST PRACTICE: An orchestrated solution should provide a unified view of IT resource use and cost that provides insights for IT operations and business service delivery. That can help the enterprise make the right cost, budget and resource choices for, matching applications and business services to the most cost-effective IT resources.

LOOK FOR:

- + **Automated discovery and visualization** – Dashboard comparison of costs, resource utilization and performance across the environment helps to identify optimization opportunities.
- + **Automated optimization** – AI-driven optimization of IT resources and cost continually improves operational costs while ensuring application and business services run as expected—automation and support of complex environments that's cited as a critical capability by Gartner.¹
- + **Flexible deployment** – Scalable, modular design with deployment options including SaaS,^{2,1} ability to run on your cloud of choice³ and containerized deployment delivers the optimal mix of cost, flexibility and performance.^{2,1} Also take into account licensing and solution bundling – cited as a strength of BMC and an advantage for enterprises that wish to minimize the total cost of ownership.³

The BMC Helix difference

Based on the industry leading automation solution*, BMC Helix Optimize represents the newest solution set that helps IT organizations effectively plan for changes in business demand and continuously optimize both IT cost and capacity.⁴

Source:

¹ Gartner Critical Capabilities for IT Service Management Tools – <https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>

² Gartner Magic Quadrant for IT Service Management Tools – <https://www.bmc.com/forms/itsm-gartner-magic-quadrant.html>

³ Ovum Market Radar: Employee Support Tools – <https://www.bmc.com/forms/improve-employee-itsm-support-ovum-report.html>

⁴ Forrester Wave: Enterprise Service Management, Q4 2019 – <https://www.bmc.com/forms/helix-itsm-forrester-esm-q4-analyst-report.html>

Reimagining the service experience

The bottom-line potential of integrated ITSM and ITOM is considerable. It's about empowering employees across the enterprise.

- + **For IT operations managers**, it's meeting strategic goals for service delivery excellence through automated tools and information that reduce manual workload and use human intervention where it adds the most value rather than responding to alerts and requests.
- + **For line-of-business users**, it's access to the services and information they need to help themselves, quickly and simply. The right action at the right time, with the least friction, through powerful user portals, intelligent automation and easy-to-use service catalogs.
- + **For the enterprise as a whole**, it's enhancing the ability to empower users across the organization through digital transformation that's powerful, efficient and effective.

The BMC Helix difference

Gartner ranked BMC #1 in Advanced and Basic Digital Workplace capabilities, for its ability to deliver a consumer-like service environment to business users.¹

Compare BMC Helix

Analysts agree: BMC leads the pack

In comparisons of leading ITOM and ITSM platforms, analysts including Gartner, Forrester and Ovum rank BMC Helix highly for its unique end-to-end combination of capabilities. its ability to deliver a consumer-like service environment to business users.¹

Find out why BMC ranks so highly

To learn more, download the full analyst reports INSERT URLs TO REPORTS CITED ABOVE: FORRESTER ESM WAVE, GARTNER MQ AND CC, AND OVUM

Continue your exploration

Learn more about how BMC empowers users across your enterprise at [bmc.com/helix](https://www.bmc.com/helix) and contact us for a detailed demonstration of what Helix can do.

STRENGTH OF OFFERING	BMC HELIX	VENDOR A
Core ITSM/ITOM capabilities	✓	✓
Flexible deployment, including containers and SaaS	✓	
Support for hybrid and multi-cloud environments	✓	
Consumer-like digital workplace experiences	✓	✓
Discovery/ITOM capabilities	✓	✓
Cognitive/AIOps capabilities	✓	
Favorable pricing models for low TCO	✓	

Source:

¹ Gartner Magic Quadrant for IT Service Management Tools – <https://www.bmc.com/forms/itsm-gartner-magic-quadrant.html>

Source

Forrester Wave: Infrastructure Automation Platforms, Q3 2019

<https://www.bmc.com/forms/truesight-server-automation-forrester-wave-analyst-report.html>

Forrester Wave: Enterprise Service Management, Q4 2019

<https://www.bmc.com/forms/helix-itsm-forrester-esm-q4-analyst-report.html>

Forrester The Total Economic Impact™ of BMC Helix With BMC Helix ITSM, BMC Helix Digital Workplace, and BMC Digital Chatbot: Cost Savings And Business Results Powered By BMC Helix

<https://www.bmc.com/forms/forrester-report-total-economic-impact-of-bmc-helix.html?productInterest=helix>

Gartner Critical Capabilities for IT Service Management Tools

<https://www.bmc.com/forms/gartner-critical-capabilities-for-itsm.html>

Gartner Magic Quadrant for IT Service Management Tools

<https://www.bmc.com/forms/itsm-gartner-magic-quadrant.html>

BMC Helix Discovery Helps Organizations Optimize ITSM Operations and Asset Management, An IDC White Paper, Sponsored by BMC

<https://www.bmc.com/forms/bmc-helix-discovery-idc-report.html>

Deloitte Insights – The digital workforce experience: Getting technology to work at work

<https://www2.deloitte.com/us/en/insights/topics/digital-transformation/improving-digital-employee-experience.html>

Ovum Market Radar: Employee Support Tools

<https://www.bmc.com/forms/improve-employee-itsm-support-ovum-report.html>

Hanover Research ITOM/ITSM Survey



About BMC

BMC delivers software, services, and expertise to help more than 10,000 customers, including 92% of the Forbes Global 100, meet escalating digital demands and maximize IT innovation. From mainframe to mobile to multi-cloud and beyond, our solutions empower enterprises of every size and industry to run and reinvent their businesses with efficiency, security, and momentum for the future.

Run and Reinvent

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