

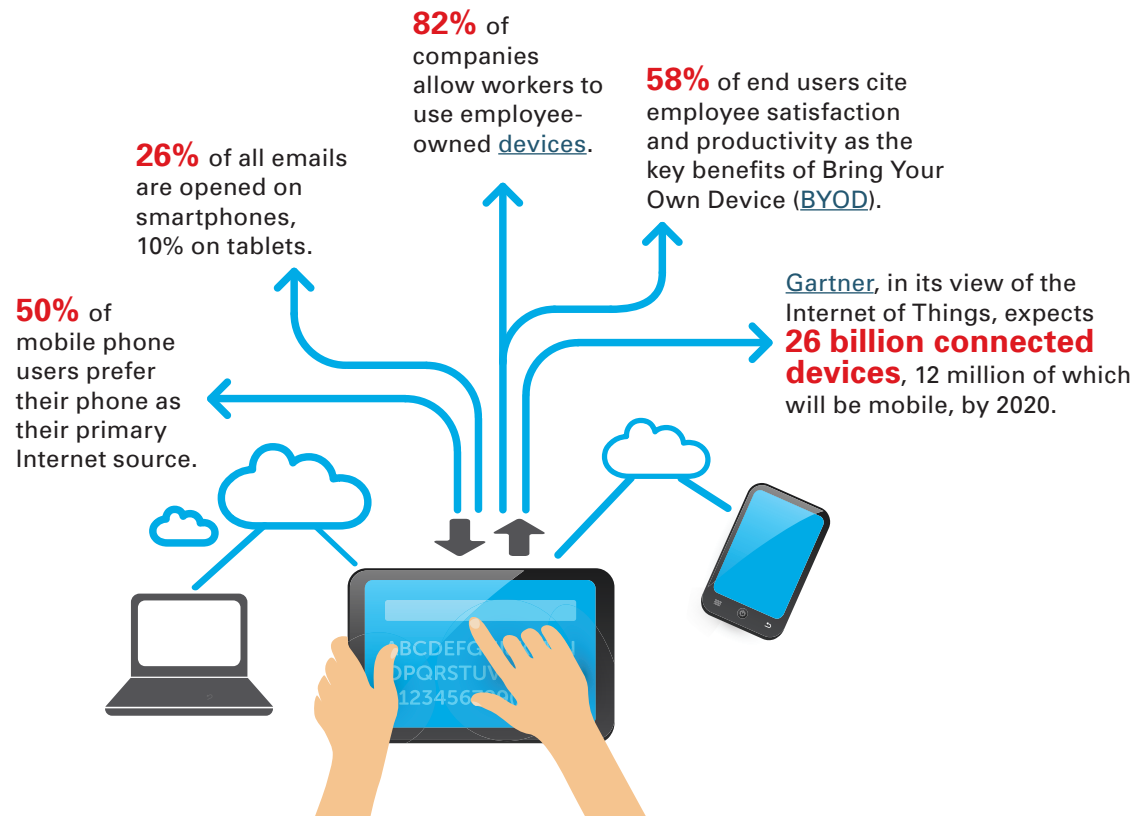
**Changing the way IT
delivers and supports
business services**

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Meeting the Exploding Demand for New IT Services

The last five years have fundamentally changed the way people interact with technology, leaving IT in a reactive mode. As business customers have rushed to “consumerized” services and experiences, the contrast with traditional IT offerings couldn’t be more striking. End users now expect instant gratification and simplicity, and have adopted a new, socially focused approach to supporting their own devices, applications, and services. Further, end users are often relying on consumer devices or service providers as a replacement for traditional IT services. For the first time ever, there is a very real user movement to “shadow IT” suppliers when corporate IT is perceived as unresponsive.

A significant part of this change is the explosion of consumer devices—primarily smartphones and tablets—that are augmenting or replacing the corporate notebook. Consider some of these [statistics](#):



FACTS



Gartner says the Internet of Things installed base will grow to 26 billion units by 2020

Cloud is a key trend driving this technology revolution. Moving the location of both processing and information storage to the cloud has enabled even greater functionality on consumer devices. This presents a completely new “provider” of services for end users. The convergence of cloud, mobile, and social is creating more data, at greater speeds, from multiple sources. Big

data allows the organization to gain new insights from all of these sources. Every day, brilliant new mashups leverage the combined strengths of mobile, social, big data, and cloud, layering information in new ways.

BYOD is creating both opportunities and challenges for IT. Corporate users are finding new applications in minutes, and installing them just as quickly. This has raised expectations among users to an exceedingly high level. They now expect applications and services to be provided in real time, and that the resultant solution will “just work.” The same set of expectations has now been placed on services and applications delivered by internal IT, and for many IT organizations, their processes can’t meet these kinds of service levels. This is highly problematic, because when IT cannot respond users will go elsewhere to find services. However, if done right, IT has an entirely new way to deliver value.

A commissioned study conducted by Forrester Consulting on behalf of BMC, *Exploring Business and IT Friction: Myths and Realities*, highlights the current contrast in the perception of user satisfaction between IT and users. More important, the study focuses on the business realities that mandate the need

for a substantive change in how IT delivers services. The average business worker loses about two days per month due to IT-related issues, or so-called IT friction. Not only is time wasted waiting for a resolution, but the hours spent on researching what’s wrong, combing through knowledge management databases, locating the service catalog, completing the submission form, and repeatedly calling IT to check on the progress all add up to 18 hours per month, according to Forrester.

Clearly, if things continue along the current trajectory, the bonds between IT and the users in the organization will fray to the point of breakage. Users now have options to the services and support offered by IT, and although those services may lack many compliance, privacy, security, and audit requirements, that won’t stop users from migrating. At a recent industry panel discussion, CEOs posited that some decision making has moved from the [CIO to the end users](#). This scenario requires IT to plan a route forward to a new reality where “success” can be generated for both IT and the user community.

STUDY



**Forrester Study:
Productivity losses
challenge the
value, agility,
and cost of IT**

Exploring Business and
IT Friction: Myths and Realities

FORRESTER

IT Service Management and The New IT

In order to take advantage of the move to digital services, IT needs a different approach. IT Service Management (ITSM) from BMC is premised on the New IT. It revolves around new ways for users to interact with IT that are more transparent, efficient, and reliable. By diverting more low-level service requests and handling remaining issues more efficiently through automated processes and integration, IT can better allocate money, time, and staff to higher-value innovation—which, in turn, helps IT to deliver more and better digital services.



 **VIDEO: Case Study**

Amazing User Experience

Core to the New IT is delivering a modern, intuitive experience that reflects the best aspects of the consumer experience to which users have become accustomed.

There are six aspects of creating an amazing user experience.



Simple and easy

For as powerful and complex as IT has become, end users are looking for just the opposite—IT services, delivered in ways that are simple and easy.



Context-aware

In a world where IT knows so much about who we are, where we are, and what we prefer, end users don't want to review the basics when making requests or having services fulfilled. Being context-aware means enriching requests based on the users, what they are entitled to and what they are trying to do.

One example of this is the corporate app store. Delivering applications on demand and on any device is both empowering for the end user and efficient for IT.



Instant and collaborative

Social media has permanently changed the way in which we share ideas and information. Many of these concepts can be readily adapted into the way that IT engages users, and how users engage IT for services they need. By using the same sorts of communication methods that are inherently social, not only are users better able to collaborate with IT, but they can also benefit from solutions that are crowdsourced.

IT Service Management enables the New IT in two key ways: **amazing user experience and streamlined service delivery.**



Self-directed

In many respects, consumers' use of online forums and Web searches has replaced the old process of calling a customer support technician. In IT, it's quite similar. Users are willing to seek solutions, and IT has a tremendous opportunity to make that easy for them. By providing tools that enable self-service, IT and users achieve a win-win. Users get information and services when, where, and how they want, and IT call centers get to focus on more complex and challenging issues.



Available anywhere

According to Movable Ink's *US Consumer Device Preference Report*, 65% of email is initially opened on a mobile device. And more than ever, enterprises are extending their reach by making mobile IT increasingly available to employees, customers, and partners. IT needs to provide services wherever the user may be.



Intuitive

Things that once upon a time required typing, multiple clicks of a mouse, and maybe a little luck have been replaced with more natural interfaces. Google searches need just a few words. We can ask our phone to do amazing things with a swipe, tap, or press of a button. Likewise, requesting IT services should be simple. Rather than filling out complex forms, users should have the ability to articulate what they want, and IT can follow up as needed. We call it Formless IT, and it really maps well to the experiences users have in other aspects of their work.

WHITE PAPER



The New IT for Service Management

The transformation of IT is about aligning IT more effectively with the needs of business users

White Paper:

The New IT for Service Management

Streamlined Service Delivery

When you eat at your favorite restaurant, think about what makes it good. The food? The service? When you have a good experience, it's more than just the attentive, friendly, and knowledgeable waiter. Behind the counter is a kitchen full of cooks, working together and using great ingredients to prepare the food you love. The kitchen needs to be efficient, and of course, it has to be capable of making the items that are on the menu.

IT is really quite similar. Providing an amazing user experience is important, but fulfilling the promises IT makes in that interaction with the user is essential to that experience. Streamlining service delivery is critical, and there are several key attributes of this:

- Building services on a powerful platform
- Rapid and repeatable service delivery
- Broad visibility
- Clear communication and integration

CASE STUDY

Buckeye Partners L.P.

Remedyforce captures, tracks, and reports on data automatically, increasing IT efficiency and slashing audit preparation time



Building services on a powerful platform

When users need IT, IT needs to trust the technology it has to deliver and support services to end users. BMC has developed its service support line based on industry-leading platforms such as Salesforce1 for hosting help desks, delivering IT services from its highly scaled and secured data centers, and building products that are designed for integration.



Rapid and repeatable service delivery

There are many common management and administrative activities users encounter through their smartphones, tablets, and notebooks. These may include provisioning new devices or changing the software or capabilities of existing devices. These activities benefit greatly from using modern, automated deployments that can happen in the background without disturbing current workflow, rather than interrupt-driven approaches.



Broad visibility

In order to effectively deliver and support services, IT needs to understand how infrastructure, users, and services all work together. BMC offers products that enable IT to understand what assets exist in its environment, and how they're connected. As a result, IT is better able to make good decisions before carrying out major application changes and rollouts, consolidate data centers, maximize IT asset utilization, and ensure compliance. When service outages occur, knowing what's out there and how it's connected allows IT to isolate and fix the problem quickly.



Clear communication and integration

IT is a team sport. Knowledge must be shared across people and departments to solve complex problems and roll out new digital services. BMC provides platforms that enable effective collaboration within the IT organization. Moreover, BMC software was built for integration. By tying together infrastructure, asset and service information with real-time information, and application performance and capacity, for example, IT has a 360-degree view to make good decisions and move more efficiently.

Clearly, a common element of many of these changes is the implementation of a “self-service” approach where IT enables users to do many of the more common tasks for themselves, or automates many of the common tasks that previously resulted in user frustration. IT must move beyond the mindset that it is the only resource users can depend on.

New systems such as MyIT from BMC create a broad range of innovative user interaction capabilities that are more focused, efficient, and timely. More important, better interaction capabilities lower costs. The other side of the coin is that with the incredible gains from “consumerization” technology, new suppliers that have one-on-one relationships with end users are now well positioned to provide corporate-style services.

CASE STUDY



Mercator dd

Major retailer leverages business service management solutions and ITIL best-practice processes to drive IT transformation



End users report that productivity is the primary reason for their adoption of mobile and personal devices. There is the potential for tremendous organizational benefit as a result of this increased productivity. An important proof point comes from an Intel study of BYOD where the average employee reclaimed [57 minutes](#) per day! This makes the business value undeniable, but there is clearly the potential to gain even greater benefits.

Best Practices for Service Delivery

BMC OVERVIEW

The IT experience
is changing

We can help you
bring your A-game

Many organizations are evolving new ways to support users. In order to successfully roll out these services, there are some important items to consider.

The place to start is with an assessment.

An objective assessment will help IT staff prioritize user needs and identify the places where the highest value can be gained most quickly.

Imagine service management that helps users easily get what they need, that improves productivity for both business users and IT staff, that puts you at the **center of cost-effective, customer-driven, high-value IT.**

Assessments often look at these key elements



PROCESSES:

Ensuring IT organizations have documented and consistently followed processes for provisioning and supporting IT services.



INFORMATION:

Integrating information that defines IT services, the infrastructure that supports it, and users and issues surrounding these services helps IT organizations deliver and support services consistently.



AUTOMATION:

Processes and information are brought together to identify repeatable workflows. The more processes that can be automated, the more seamless the interaction with users and self-service IT technology. Whether it's requesting a new service, or requesting IT to troubleshoot a problem, automation improves the speed of service delivery while making sure services are delivered the right way every single time.

BMC Provides Service Management Processes and Tools for The New IT

BMC offers solutions to enable organizations to deliver a New IT experience.



BMC Remedyforce

BMC Remedyforce, an intuitive, modern, cloud-based ITSM platform, acts as the services hub for your IT ecosystem. Built on the Salesforce1 Platform, the industry-leading robust, secure, and scalable cloud platform, Remedyforce makes it simple for IT to connect with users and provide services through social, mobile, and collaborative technologies for a consumer-like experience.

Designed for next-generation IT, Remedyforce provides:

- ▶ Rich ITSM functionality and automation to streamline IT productivity and enable fast, agile IT services
- ▶ Social collaboration and mobile technologies that empower users to solve their own problems or get the right kind of help more quickly
- ▶ A rapidly deployable cloud-based solution that's easy to administer, configure, and upgrade so IT can focus on supporting the business—not managing a tool
- ▶ The scalability, extensibility, and security of the proven Salesforce1 platform, trusted by more than 125,000 customers and supporting a billion-plus transactions daily



BMC MyIT

Fully integrated with Remedyforce and BMC AppZone, BMC MyIT is a next-generation self-service app that enables IT to offer personalized service options for business users from any device, anytime, anywhere. IT can reduce friction, cut support costs, and

boost customer satisfaction. Users gain the freedom of social collaboration, the productivity of context-aware services, and the ease of Formless IT.

MyIT changes the relationship between users and the IT organization with:

- ▶ Consumerization technologies, including mobile apps, context-aware services, and crowdsourcing, to boost user satisfaction and empowerment
- ▶ Automated service requests that eliminate the need for users to describe their role, location, and requirements, so IT can get straight to solving the problem
- ▶ Greater productivity for both users and IT to reduce costs, free IT resources for high-impact work, and help the business run at its best

Remedy BMC Remedy

Remedy is the industry's most complete and capable ITSM solution, built to meet the most complex enterprise needs. Remedy IT service management is available on the BMC OnDemand cloud platform and on-premises.

Designed for the most demanding enterprises and service providers, BMC Remedy provides:

- ▶ The flexibility to deploy the service desk both on-premises and in the cloud
- ▶ A powerful workflow platform to define and run IT processes customized for your organization
- ▶ Integration across IT operations management products, enabling a single point of visibility and control

Summary

The explosion of mobile devices, cloud, and the rapid emergence of the Internet of Things have resulted in unprecedented demand for new or more efficient forms of existing IT services. The time has truly come for a fresh approach to how IT delivers value to the business. BMC has developed products and solutions that can drive New IT projects that will deliver amazing user experiences and enable streamlined service delivery. The New IT will enable organizations to close the expectation gap between IT and the business. More important, IT will enable the business to deliver better business outcomes, both in terms of creating new business opportunities and managing and supporting them more efficiently.

