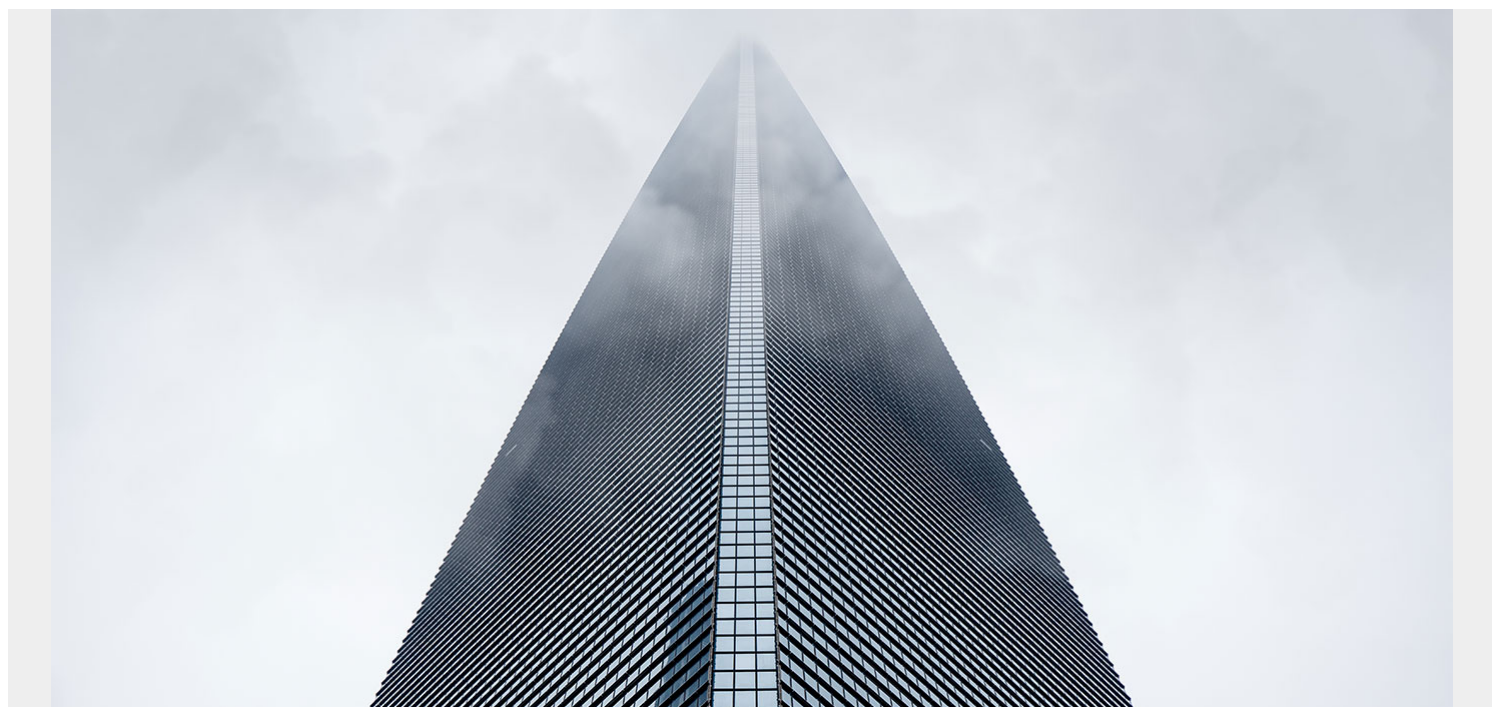


DRIVE INNOVATION IN THE AGE OF AI WITH CONNECTED DIGITAL OPS



The impact of data and artificial intelligence (AI) on technology is expanding and deepening rapidly, lending incredible benefits and potential consequences to business. The past year's AI frenzy had every industry chomping at the bit with the potential of learning language models (LLMs) and natural language processing (NLP) to drive business and customer outcomes faster, more efficiently, and more comprehensively. Let's face it—AI is now mainstream. In fact, [a recent survey](#) showed that nearly two-thirds (64 percent) of business owners believe AI will improve customer relationships and increase productivity. With a majority of large enterprises now investing in and embracing generative AI for uses ranging from customer service to cybersecurity, these capabilities will soon cease to be differentiators but mere table stakes.

So how does business stay ahead of the curve? AI on its own doesn't deliver value—in fact, it [adds complexity and involves substantial risk](#). Sure, it connects users to data, but only via useful applications supported in secure, cloud-based infrastructure. It's the strategic use of data afforded by carefully managed AI that leads to innovation—and that's where the magic happens.

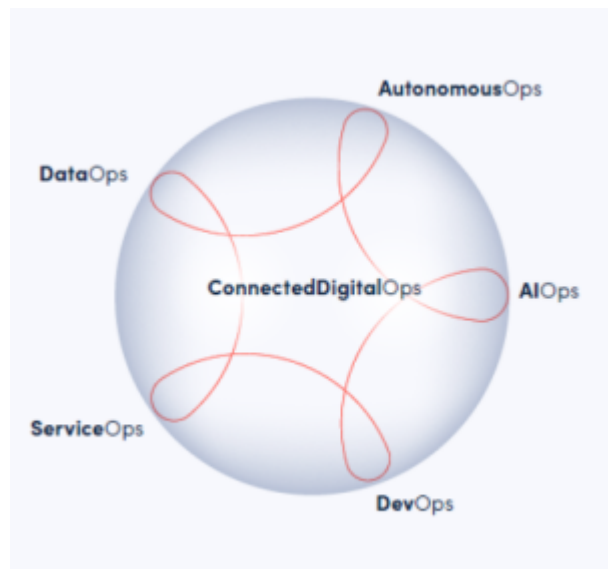
The word innovation itself has become so commonplace that we hardly hear its meaning anymore. Delivering fresh methodologies and ideas to market faster than anyone else is now core to business success—and operationalization is the secret sauce: *making innovation easier*.

Innovation won't wait

AI is expanding so rapidly; it feels like when the internet was born. Easier isn't the only goal. How do you also operationalize innovation fast? By connecting and optimizing all your operations across

your landscape to create a seamless path for people, process, and technology to navigate, leading to the next Big Idea. That's the promise of the Autonomous Digital Enterprise, BMC's vision for the future of business—agile, resilient, digitally transformed, and ready to continuously innovate and win. And the way we get there is via Connected Digital Ops.

With Connected Digital Ops, you can connect across your entire technology landscape, from on-premises to cloud to edge, to automate and transform your IT infrastructure. You can turn systems of record into systems of action, enabling automated workflows that give you the real-time insights you need to take action. And you can make operations (the Ops) the catalyst for competitive advantage as the innovation differentiator that's always connected to customer demands and essential to driving business outcomes.



The power of Connected Digital Ops is in its ability to deliver transformation and growth with the breakthrough capabilities of AI and five distinct Ops.

It's **AIOps**, combining data, analytics, and machine learning (ML) to enable enterprise observability, automated issue remediation, and proactive problem-solving.

It's **DataOps**, uncovering new opportunities and unlocking greater business value, rapidly, continuously, and at scale.

And **ServiceOps**, removing the barrier between service (ITSM) and operations (ITOM) to enable collaboration between teams for amazing user experiences.

Along with **DevOps**, where organizations can develop and deliver in-demand apps continuously and efficiently.

And finally, **AutonomousOps**, where integrating, automating, and orchestrating complex application and data workflows ensures business outcomes at enterprise speed and scale.

Deliver on the promise of AI with BMC

Today's IT landscape comprises multiple platforms spanning mainframe, public, private, and hybrid cloud, and on-premises datacenters, all the way to the edge. BMC has nimbly mastered every paradigm shift for more than 40 years, and we are uniquely positioned to help connect your business-critical infrastructure across this vast and complex hybrid IT ecosystem with the power of AI.

Elevate Ops to be the most mission critical part of your business, a foundation for continuous innovation. In the AI-dominated future, business must move faster than humanly possible—and BMC can help you get there.

[Learn more about Connected Digital Ops.](#)