

BMC AND CYBERMAK DELIVER A TRANSCENDENT CUSTOMER EXPERIENCE THROUGH INNOVATION



The recent [BMC Exchange](#) customer event featured a terrific collection of informative sessions and discussions, and BMC was honored to present our longtime partner, CyberMAK, with the [BMC Innovation Award](#) in the Solutions Innovation category, the first time it's been awarded to a BMC partner. Innovation is an important theme for us at BMC, so much so that we built an entire incubator for it with [BMC Innovation Labs](#), a collection of purpose-built labs in India, Israel, the US, and around the world. And we're putting our muscle behind it as we springboard exciting new technologies and bring new solutions to market.

Innovation at BMC and the power of co-innovation

At BMC, our partners are integral to our spirit of innovation. Together, we are developing innovative solutions that are scalable, secure, and enabled by unparalleled intelligence to help our customers grow top-line revenue, improve their bottom line, and gain a competitive advantage.

BMC Innovation Labs enables BMC and our partners to:

- Create, nurture, and test ideas for products or features
- Fail fast, fail safely, and keep iterating
- Experiment with artificial intelligence for IT operations (AIOps), machine learning (ML), BMC products, and more

- Accelerate our growth into line-of-business (LOB) applications

Leveraging our decades-long history of helping companies run more efficiently, we're always focused on innovating better solutions for our customers.

BMC and CyberMAK

With over 25 years of experience serving BMC and more than 150 customers across the US and EMEA, CyberMAK is an elite BMC design partner, and the first BMC partner to achieve the status of BMC Innovation Preferred Partner. The BMC Innovation Preferred Partners program is powered by BMC Innovation Labs and brings together customers, partners, and employees to deliver a digital-first future through accelerated solution development. The program takes advantage of the robust BMC partnership ecosystem to help support all aspects of innovation, and scale solutions across operations and IT and bring them to market.

BMC Helix for Customer Service Management

One such solution is [BMC Helix for Customer Service Management](#), developed by BMC and CyberMAK and with 16 years of customer-centric, industry-specific knowledge built in. It serves several existing customers and is integral to BMC's vision of enterprise-wide service management.

BMC Helix for Customer Service Management also aligns with the [Autonomous Digital Enterprise](#), BMC's business framework for future success, and one of its tenets, the [Transcendent Customer Experience](#), which is about serving the customer when, where, and how they want to be served. Customer loyalty begins and ends with customer service that is personalized, engaging, proactive, intelligent, and, most of all, effective. Doing this requires a comprehensive, collaborative approach that aggregates data and derives value from every customer touchpoint and system.

BMC Helix for Customer Service Management gives organizations a differentiating factor for identifying service improvements, creating brand loyalty, getting a larger share of a customer's wallet spend, lowering customer attrition, and providing a distinct advantage in customer experience and management. It seamlessly integrates into [BMC Helix ITSM](#) for a comprehensive, enterprise-wide service management offering and has numerous integrations into front-end and back-end customer systems of record.

The end-to-end service management suite aggregates data from various customer touchpoints and those systems of record to yield a wide range of valuable customer insights, enabling IT and operations teams to work together to deliver a personalized customer experience focused on service excellence for business-to-business (B2B), business-to-consumer (B2C), and government-to-citizen (G2C) engagements.

BMC Helix for Customer Service Management also supports omni-channel interactions for complaints, requests, suggestions, inquiries, and other interactions while managing fulfillment in conjunction with other departments and LOBs across the organization.

The customer service market is growing—forecasted by [Grand View Research](#) to reach \$57.9 billion by the end of last year and \$157.6 billion in 2030—and BMC Helix for Customer Service Management is well-positioned to tap into it as demand grows for automated customer engagement, improved scope of digital operations, and enhanced customer experiences and services.

In this video, I chat with [Sam Lakkundi](#), Vice President of Innovation at BMC, and [Tasnim Pithapurwala](#), Chief Technology Officer at CyberMAK, about our co-innovations.

To learn more about the BMC and CyberMAK partnership, check out [this video](#). To learn more about BMC partnership programs, visit bmc.com/partners. To watch on-demand replays of the sessions from BMC Exchange, visit exchange.bmc.com.