

IDC RANKS BMC SOFTWARE IN THE TOP 5 FOR CLOUD SYSTEM AND SERVICE MANAGEMENT SOFTWARE 2018 MARKET SHARE



When you've been in the business of helping customers solve gnarly enterprise IT issues for as long as we have here at BMC Software, you get to know your customers pretty well.

We know they are under pressure to deploy new functionality and services faster, are trying to move complicated systems to the cloud, need help cutting through the noise of operational performance and service management data to find the real problems, and need to make sure they're doing all of this in a cost efficient manner.

As a vendor you must continually make the right bets on future trends and innovation to continue the mission of helping customers succeed in their business goals. Seeing our name at number 5 on the IDC Worldwide Cloud System and Service Management Software 2018 Market Share report¹ with 24.3 percent year-over-year growth year over year is great validation from the market that those bets have been right so far.

In this age of continual [digital transformation](#), our customers are trying to maximize the value of existing IT investments by driving down costs while maintaining stability and working to evolve their offerings through new services and capabilities. BMC's mission is to help companies run core operations effectively and reinvent new customer experiences through smart adoption of cloud, pervasive automation, and artificial intelligence.

And we know our customers want the flexibility to deploy applications and services on their platform(s) of choice and it's our goal to support that desire.

IDC states it well: "In addition to native configuration and monitoring capabilities, enterprises are also

investing in end-to-end multi-cloud performance and cost optimization and unified cloud governance solutions that span multiple, heterogeneous public and/or private cloud environments. Increasingly, IDC expects enterprise customers will also prioritize investments in cloud management solutions that can be used consistently across VM and container-based architectures."

This is why we offer our customers a host of options for helping them reach their goals and better support their needs:

- Container and cloud-based deployment of [cognitive service management](#) that can also run in a hybrid environment. The solution is containerized to provide customers with the ultimate deployment flexibility.
- [Artificial intelligence to identify patterns](#) in monitoring, service desk, and automation data that is so vast it is otherwise beyond human comprehension.
- Machine learning, automation, and policy-based governance to optimize public cloud cost and enforce security.
- The ability to [integrate, automate, and orchestrate application workflows](#) across on-premises, private, and public cloud environments, so jobs get delivered on time, every time.

Adding innovations such as AI and automation helps customers get out of the drudgery of monitoring and maintaining systems and allows them to focus on adding value to their organization.

As a company, it's always nice to be on these types of lists, but even more importantly, it's validation that we're helping our customers achieve their business goals and driving a great experience for their own customers.

* Source: IDC, *Worldwide Cloud System and Service Management Software Market Shares, 2018: Multicloud Strategies Take the Lead*, doc #US44895519, June 2019.