

EXPLORING ITSM AND AISM AT BMC EXCHANGE 2021



At [BMC Exchange 2021](#), three sessions focused on the topics of IT service management, and its next evolution, [artificial intelligence for service management \(AISM\)](#).

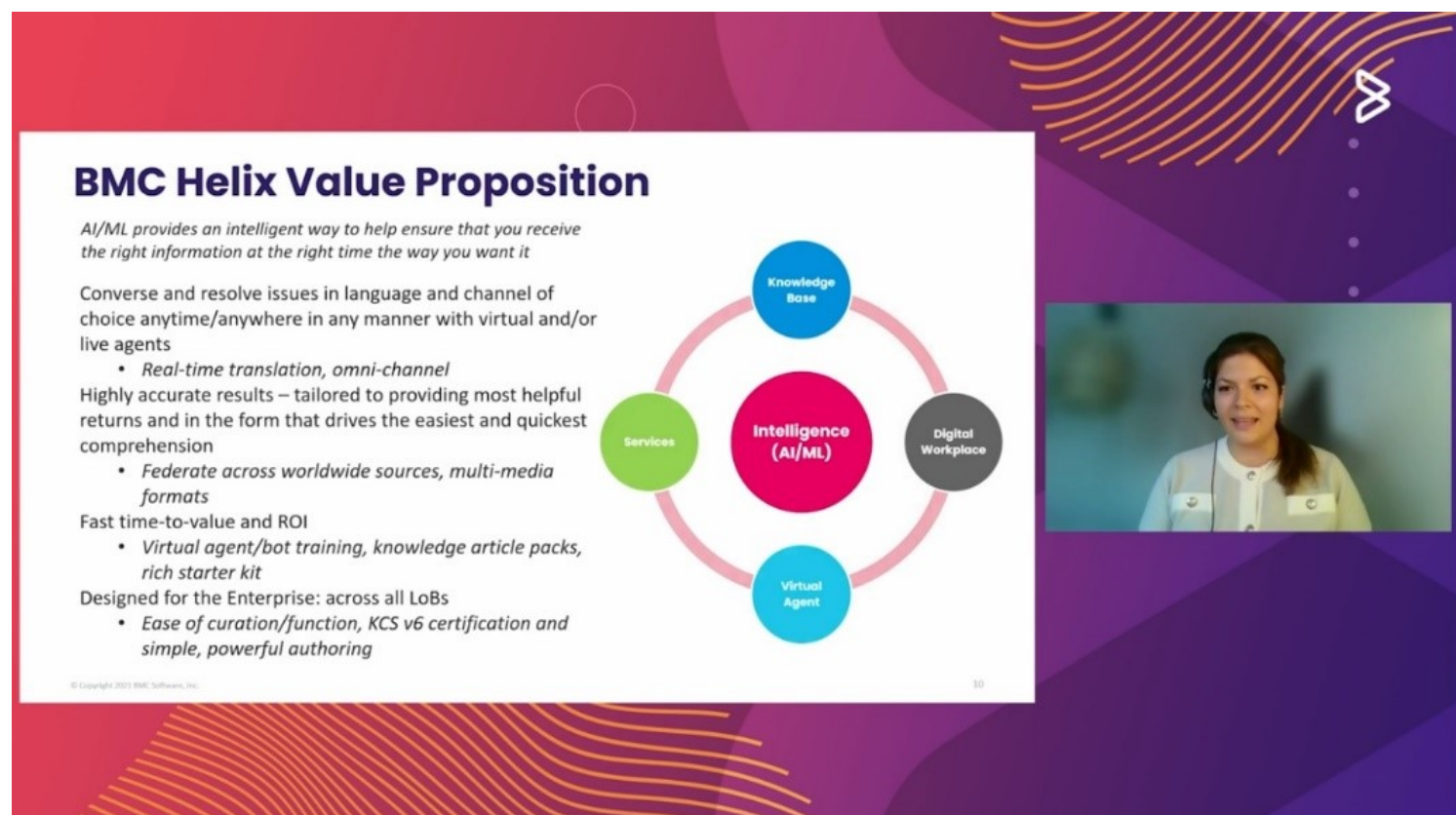
Showcasing the Intelligent Ways to Approach and Deliver Self-Service

In this session, Per Strand, senior director of business development at BMC, and Therese Mucherie, customer success manager at BMC, discussed the importance of delivering intuitive, self-service knowledge management experiences to enterprise employees, and how to maximize the use of artificial intelligence (AI) and machine learning (ML). They also showcased how [BMC Helix Knowledge Management](#) is working for BMC customer Electrolux.

"In today's modern digital world, enterprise employees demand to be incredibly self-sufficient and to have the organization provide them the tools and solutions necessary to easily accomplish this. Like in their consumer lives, employees also want comprehensive, easy-to-understand, and personalized ways to get answers to all their questions," says Strand.

To get there, enterprises need to create automated knowledge management solutions, and Mucherie explained what that means. "Knowledge management is the process of creating, sharing, using, and also managing the knowledge and information of an organization," she says. "It's really...a multidisciplinary approach to achieve organizational objectives and goals by making the best use of that knowledge."

Strand says the secret sauce is finding the right people, the right process, and the right tool. "The goal here is to be an [Autonomous Digital Enterprise](#) . But before getting there, you really need to have the foundation in place. You need to have the knowledge, the self-service foundation...you really need to go back and look at the foundation and the wisdom and the knowledge that you have in your organization before you can really connect that to all these new, powerful technologies. And that's where the magic will happen," Strand shares.



BMC Helix Value Proposition

AI/ML provides an intelligent way to help ensure that you receive the right information at the right time the way you want it

Converse and resolve issues in language and channel of choice anytime/anywhere in any manner with virtual and/or live agents

- *Real-time translation, omni-channel*

Highly accurate results – tailored to providing most helpful returns and in the form that drives the easiest and quickest comprehension

- *Federate across worldwide sources, multi-media formats*

Fast time-to-value and ROI

- *Virtual agent/bot training, knowledge article packs, rich starter kit*

Designed for the Enterprise: across all LoBs

- *Ease of curation/function, KCS v6 certification and simple, powerful authoring*

The slide features a central diagram with a pink circle labeled "Intelligence (AI/ML)" surrounded by four other circles: "Knowledge Base" (blue), "Digital Workplace" (grey), "Virtual Agent" (light blue), and "Services" (green). A video inset on the right shows a woman speaking.

[Electrolux](#) is a BMC customer that's on that journey to becoming an ADE. It encompasses 12 different brands across more than 120 markets, has almost 50,000 employees, and has a knowledge base that supports more than 60 million products a year. "Electrolux...had a very decentralized support strategy. Europe alone, it's 28 countries and 34 languages that they try to support," says Strand.

"They had a corporate versus local approach, local infrastructure, no real synergies between the markets in Europe a very disparate knowledge base...one knowledge base per brand promoter per language a lot of different knowledge bases that you need to maintain. They wanted a centralized knowledge base where they can manage all those different brands, markets, and languages."

To get there, Electrolux turned to [BMC Helix Knowledge Management](#), and by 2020, it was supporting more than 17.5 million views for product support and knowledge articles through the customer-facing website. To hear more about Electrolux's success, see a demonstration, and learn how to build a knowledge management solution, view the entire session [here](#) (it's free to register)!

Create Seamless Digital Experiences with BMC Helix iPaaS (with Jitterbit)

In this session, Nathan Bacnik, global strategic alliance director at Jitterbit, joined BMC's Pradeep Kumar, senior manager of product management, and Gareth Christiane, principal solutions engineer, to discuss how easy it is to build intelligent, powerful integrations and enable service deliver excellence with [BMC Helix iPaaS](#).

Today's service delivery owners face a number of challenges as they transform their business to navigate the challenges presented by increasingly complex infrastructures. As they modernize and integrate across software-as-a-service (SaaS) and cloud applications and disparate systems that were never meant to work together, they also face siloed information and barriers to automation from isolated processes and broken workflows. That's where integration-platform-as-a-service (iPaaS) solutions come in.

"Looking at state of our enterprise today, there are a lot of technology changes that are happening. We know SaaS or cloud adoption is a major driver over the years. Data in our enterprise is multiplying. There trillions of data being captured through so many systems. It's literally a data economy and the more data that we can capture and use for our business, the better decisions we can make," says Kumar.

" have two different technology that we, as an IT provider of service, have to put...together for our customers' and stakeholders' experience. And the automation really is the key in terms of the set of tools, technologies, these processes seamless."

BMC Helix iPaaS & Jitterbit

BMC Helix iPaaS is powered by Jitterbit, a leading iPaaS provider. Our teams collaborate to deliver the best-in-class platform to Helix customers.

Product
Collaborating to deliver a comprehensive set of application connectors, use case templates, and enterprise scale

Pre-Sales
Regional alignment and technical support to drive detailed evaluation of the platform and how it will improve your Helix experience

Service
Regional focus and Partner alignment to deliver an exceptional implementation and post-implementation experience

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The slide also features a video inset of a man in a dark shirt speaking against a red and purple background with a white infinity symbol in the top right corner.

"How do we succeed as a digital business...or what are some of our challenges and what are the traits of success for us? One of the core challenges 'How do I quickly capitalize on a portion of these bring change in my industry?' Customer-centered data centricity is another one that we need to look into and focus our business. make sure who are the key customers, how do we best serve their interests? And with all of those together, how do we get actionable insights so that we can take our business and orient ourselves to be able to help serve our customers better?"

"We have a set of complex enterprise infrastructure we need to put together to deliver that seamless experience to our customers and stakeholders are not necessarily exposed to this complexity. All they want is a smooth consumer-like digital experience in our enterprise."

"So this new integration-platform-as-a-service approach provides a holistic platform for us to build quick and easy integrations, without getting into a lot of these complexities that used to exist in the classic approach. These integrations are fully maintainable. They do not break upon system

upgrades because the platform is designed to talk to these applications through standard interfaces. , we're building a set of a lot of connectors and pre-built integrations on the platform."

"And we want to make sure that we have enough of prebuilt integration content, pre-built use cases, so we are working with our customers and have released a lot of out-of-the-box content. you can think of any of the enterprise-wide integration that you would want to do with BMC Helix, you may have a solution already from us. We are continuing to invest in Helix iPaaS and building differentiated integration use cases. We also have our partner Jitterbit investing in BMC Helix-oriented integrations," Kumar adds.

The session also featured a demonstration of the solution. To see that, and the whole session, click [here](#) (it's free to register)!

BMC Helix ITSM Roadmap

In this roadmap session, Bill Sheridan, vice president of product management overseeing the digital service and operations management portfolio for BMC Software, shared the inside scoop on new and upcoming innovations for [BMC Helix ITSM](#).

The image shows a presentation slide with a dark blue background and a network diagram. On the left, a white box contains the title "AISM/AIOps – Probable Cause Analysis" and the subtitle "Improve incident resolution time via AIOps insights". Below this, a bulleted list describes key features: insight into service health status, context-aware cross-launch into AIOps, and pre-defined common actions. In the center, a screenshot of the BMC Helix ITSM interface displays an incident titled "System wide outage" with a progress bar and a "Top probable causes" section showing three items with 95%, 80%, and 85% probabilities. On the right, a video inset shows Bill Sheridan, a man in a suit and glasses, speaking. The BMC Helix logo is visible in the top right corner of the slide.

He discussed the recently released 21.3 iteration and previewed new capabilities that will be available in future releases. "During the last 12 months, we've had three major releases. We've developed 40 brand new features that demonstrate a high level of innovation...as well as more than 200 enhancements that our customers have asked for that are just continuing to raise the bar on our products," he says.

"A lot of those features and enhancements came from a very active design partner community. In the last 12 months, over 70 different design partner engagements with our customers to make sure that we were hitting the mark on the key features and capabilities and business outcomes that were most important to them."

To see the entire session, click [here](#) (it's free to register)!

To see more of the great conversations from BMC Exchange 2021 on demand, visit <https://exchange.bmc.com>.