

# THE EXHILARATING JOURNEY: BMC INDIA'S CONTINUED COMMITMENT TO INNOVATION & EXCELLENCE



At BMC, we always consider innovation to be the core of our strategies and our customers are the center of our business. In fact, from its inception over 40 years ago, our organization was built on the belief that embracing innovation is not an option—it's an imperative. Over the past few years, we have driven a significant transformation at BMC—in every aspect: products, business model, and operational model, all the while embracing modern DevOps practices. Starting with our Autonomous Digital Enterprise (ADE) vision for the evolving role that technology plays in every enterprise, we have invested heavily in innovation. We have shifted our products to a cloud-native offering and to software as a service (SaaS).

We have invested in the development of our BMC Helix platform and embedded artificial intelligence (AI), machine learning (ML), and predictive capabilities into our entire product line to enable use cases that were not possible before. We are building a future where AIOps, Service Ops, DevOps, DataOps, and AutonomousOps are interconnected to help global businesses become ADEs. Through this Connected Digital Ops framework, we operationalize innovation, connecting and amplifying hybrid IT with the most innovative portfolio of infrastructure software, partners, and expertise.

Our mission is all about enabling technology to equip customers with everything they need to move faster, adapt quicker, innovate better, and make the most of both existing and future technologies. Each milestone we've collectively crossed is a testament to the dedication, resilience, and innovative spirit that pulses through the veins of everyone at the company.

# Accelerating BMC India's growth

Today marks the third year of my journey with BMC, and I am honored to share that it's been an incredible ride, one studded by numerous learnings, shared victories, collaborative efforts, and a relentless pursuit of excellence! It's a narrative of strategic moves, growth, adaptability, and the unwavering commitment of a team that stands for a vision shared by all 2,500 of us in BMC India.

Our pursuit of growth has been backed by the growth of India as a country. India is now an epicenter of technology innovation; it has consistently been an attraction for the global capability centers (GCCs) for businesses across the world spanning all industry domains, which also makes it a hub for technological advancements. India possesses the world's second-largest pool of digitally skilled talent. Bolstered by a vibrant start-up ecosystem, strong service provider community, and cutting-edge academic research, Indian tech talent is delivering unmatched value. Geopolitically and socioeconomically, we are a very stable nation, thereby making us a sweet spot to invest in talent and business.

For us, BMC India is a microcosm of BMC. The solutions we sell are global in nature, meaning that our products do not vary from region to region. With almost every Fortune 500 company having a base in India, we get the strategic advantage of being in proximity to the end-user base of our products. With all the functions sitting under one roof, from research and development (R&D) to customer support to professional services, and other corporate functions, we have a great opportunity to innovate and deliver solutions for our customers. We have witnessed this in the numerous channels we have been able to open for our developers, designers, and architects to connect with the different customer personas, helping our customers get the most value out of our products.

With all these internal and external factors working to our advantage, we have been able to implement a unified strategy that not only brought cohesion to diverse teams but also ensured that the goals set in India resonated with the broader global strategy. To implement this strategy, we introduced a standardized set of goals that would provide a consistent measure of success across all initiatives run by different business units. This systematic approach allowed us to evaluate and refine our executables, ensuring that our efforts were not only impactful but also in line with our overarching global goals.

Utilizing a standardized framework that aligns with the global vision of the company to run a global capability center in India has been a key driver of our customer- and people-centric innovation. Witnessing BMC India's evolution into a strategic center of excellence has been incredibly rewarding. Our insights and innovations have not only contributed to business growth but have also played a pivotal role in shaping key decisions at a global level. The influence of our India centers is now felt across the entire organization. By constantly embracing change and at times staying ahead of it, we have positioned ourselves as leaders in Connected Digital Ops and set the stage for continued success.

As we celebrate these milestones, it goes without saying that our journey is ongoing. The future holds boundless possibilities, and with our collective dedication and innovative spirit, I am confident that we will continue to shape the future of the technology industry at large and pay it forward to make our society a better place for the generations to come.