ACTIVATE BUSINESS
WITH THE POWER OF I.T.™

bmcsoftware

IT'S NOT JUST ABOUT TECHNOLOGY; IT'S HOW YOU USE IT

Information technology can do great things for business, but technology alone isn't everything; it's really all about how you use it.

At BMC, we see the extraordinary potential for IT not only to enhance business performance, but to inspire innovation. As people who understand technology, we recognize that IT can be more than just reactive; it has the power to enable true business advantage. We believe that a well-run IT shop doesn't simply contribute to the business, it actually *drives* the business.

In 2003, we acted on this vision and introduced our Business Service Management (BSM) approach.

Business Service Management is the most effective approach for managing IT from the perspective of the business.

BSM helps your IT organization do more of what supports the business and less of what doesn't. You will reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Through BSM, BMC helps you increase business relevancy, accountability, and ensure IT is making a greater contribution to business success.

Drive business value through better management of technology

When BMC launched its Business Service Management approach in 2003, the IT industry was quick to embrace it. Now, our competitors are racing to catch up to the high BSM standards we have established.

BMC has helped hundreds of companies achieve successful BSM implementations.

CONQUER YOUR MOST CRITICAL BUSINESS CHALLENGES WITH BSM

Using the power of IT to advance business goals shouldn't require you to abandon your existing solutions or spend months and years learning a complex management methodology. Your technology solutions should be used for more than just managing servers, automating processes, or keeping e-mail available. They should enable you to conquer critical business challenges; to activate the business by ensuring that everything IT does is based on business relevance.

With Business Service Management, you can solve your unique business challenges with an IT foundation that's flexible enough to address your immediate needs, and robust enough to manage future priorities as they arise. So rather than spend money on point solutions to solve isolated problems, you can take advantage of integrated, comprehensive solutions that provide visibility across your IT environment — so your priorities are always aligned with business needs.

BMC Software provides all three dimensions of BSM: best practice IT processes, automated technology management, and a shared view of how IT services support business priorities.

With Business Service Management from BMC, you can:

> Automate your data center
> Optimize your service support process
> Meet regulatory requirements

How do you get started with BSM?

BMC created BSM Routes to Value to help you implement a phased, milestone-based approach to BSM — no matter what your level of BSM maturity:

> Invest only in the technology you need

> Structure a solution that meets immediate goals and also builds a long-term strategy focused on achieving BSM

YOU'RE CLOSER TO BSM THAN YOU MIGHT THINK

Implementing BSM means enhancing — not totally replacing — your current IT processes and infrastructure.

And because each business has a different level of BSM maturity and thus different challenges and goals, BMC created a stepwise, incremental approach to BSM implementation called BSM Routes to Value™. BSM Routes to Value give you specific milestones to help you achieve your unique goals by measuring progress from initial success to higher levels of BSM maturity.

Whatever challenges you face, BSM Routes to Value give you the best of both worlds: a structured solution that leverages your existing technology to address immediate requirements, as well as a long-term strategy for achieving business value and moving toward a comprehensive BSM implementation.

BSM Routes to Value help you advance your goals in the following IT management disciplines:

> Asset Management and Discovery
> Capacity Management and Provisioning
> Change and Configuration Management
> Identity Management
> Incident and Problem Management
> Infrastructure and Application Management
> Service Impact and Event Management
> Service Level Management

BMC ATRIUM GIVES YOU AN INTEGRATED SOLUTION

You rely on a large array of IT management tools that likely come from multiple vendors. The variety of interfaces, datasets, and controls might not integrate effectively. This lack of integration can lead to gaps in information and control, and, ultimately, to infrastructure fragmentation.

You can solve these IT management integration issues with BMC Atrium enabling technology, an open-architected foundation that enables information sharing, integration, and centralized management across solutions both from BMC and third parties. This technology, which is woven throughout the BSM Routes to Value, provides a shared data repository, our award-winning BMC® Atrium™ CMDB, unified service model, and common user and reporting interfaces to accelerate attainment of BSM. This shared set of technologies provides tighter integration across the tools that make up your IT environment, saving your IT organization time and money.

With BMC Atrium, you can make decisions and orchestrate actions based on a common view of how IT services support business priorities.

The bottom line: BMC Atrium integrates all your technologies — both BMC solutions and third-party solutions — across your entire infrastructure.

What is BMC Atrium?

BMC Atrium is a common, embedded technology that spans the BSM Routes to Value. With BMC Atrium, you can attain BSM faster by integrating and centralizing information and IT management across solutions from both BMC and third parties.

WHY IT LEADERS CHOOSE BMC

Start by learning how the right technology company can partner with you to deliver the value your business needs to reduce costs, improve flexibility, and control risk. With BMC, you can be confident in working with a recognized leader in Business Service Management.

We Are Commited to Innovation

The BMC® Atrium™ Configuration Management Database was recognized by *Network Magazine* as the "Most Influential" technology in its Innovation Awards 2005.

We Value and Nurture Our Industry Partnerships

BMC has a worldwide network of Global Alliance Partners, including Accenture, Bearing Point, Cerner, Dell, EMC², IBM, Microsoft, Oracle, SAP and Symantec

We Continue to Lead the Industry

With a broad solution portfolio unrivaled in the industry and a commitment to industry best practices, BMC has fiscal 2005 revenues of $1.46 billion, more than 6,000 employees worldwide, and hundreds of successful BSM implementations.

The World's Best Companies Rely on Us

Approximately 96 percent of the Forbes Global 100 and 90 percent of the Fortune 500 companies rely on BMC.

INDUSTRY TESTED.
CUSTOMER PROVEN.

Here are just a few examples of how BSM solutions from BMC Software have helped customers make an impact on their business.

Industry: Automotive

Toyota Motorsport GmbH

Toyota Motorsport needed to improve process control, enable greater visibility into business operations, and lower costs. With BMC as a strategic partner, this customer aligned its IT systems with its business and racing objectives and now can maintain a competitive advantage.

With Business Service Management,
BMC helped Toyota Motorsport:

> Compress the design/test/build cycle from one year to only two weeks

> Save 15 percent on annual server costs by analyzing and consolidating the server environment

> Reduce the number of computers and workstations needed by 10 percent and 20 percent, respectively

Industry: Telecommunications

Brasil Telecom

Brasil Telecom needed to centralize its IT service infrastructure to better serve customers, forecast customer desires, and ultimately provide the tools and technology to fulfill all its needs.

By implementing Business Service Management, the company created a more efficient monitoring and management process, dramatically improved the quality of customer service, and now can serve more customers without increasing overhead costs.

With Business Service Management,
BMC helped Brasil Telecom:

> Increase systems availability by 20 percent

> Increase customer up-time to almost 99.999 percent

> Automate IT tasks, enabling IT technicians to focus on more strategic work

Industry: Healthcare

An International Hospital Group

This international group of 200-plus hospitals — based in the U.S. — wanted to improve the performance of its critical financial applications as well as prioritize issues according to business impact. The company's overall goal was to ensure that IT systems fully support the needs of patients and medical staff.

With Business Service Management,
BMC helped this customer:

> Achieve a projected cumulative five-year net benefit of $56M in increased user productivity, more consistent application performance, and an improved ability to deliver new and updated applications to users

> Improve performance and availability of critical financial applications, automate IT management tasks, and deliver a higher quality of service

> Increase annual ROI 186 percent, with a payback period of 13 months

ACTIVATE YOUR
BUSINESS NOW
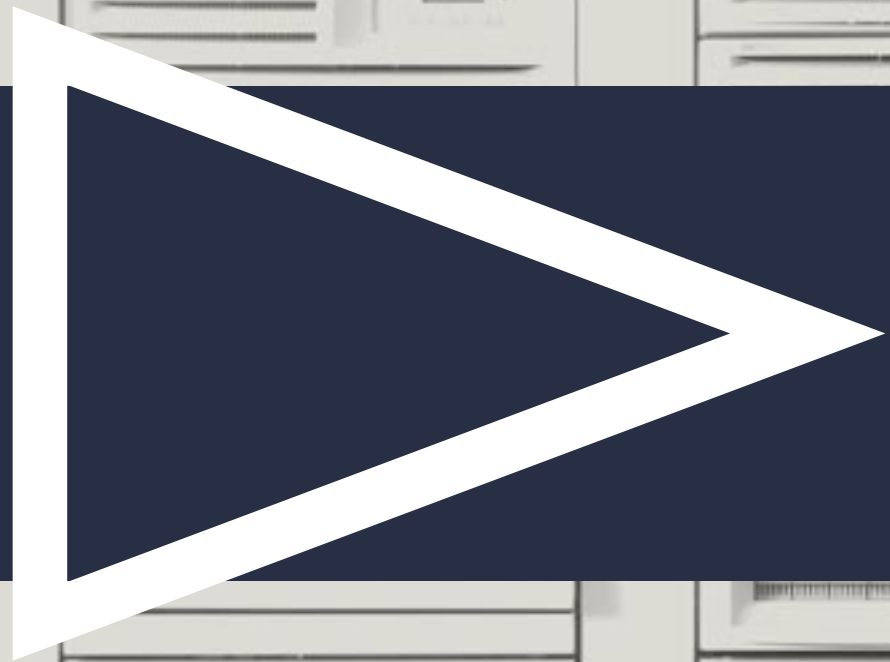
If you are serious about increasing your business relevancy and accountability,
and ensuring that IT makes a greater contribution to your business success,
take action:

> Find out more about us at www.bmc.com/startnow

> Or, call your local BMC office to discuss how we can get your business on the road to BSM

About BMC Software

BMC Software helps IT organizations drive business value through better technology management. Our industry-leading Business Service Management solutions ensure that everything IT does is prioritized according to business impact, so IT can proactively address business requirements to lower costs, drive revenue, and mitigate risk. BMC solutions share BMC® Atrium™ technologies to enable IT to manage across the complexity of diverse systems and processes — from mainframe to distributed, databases to applications, service to security. Founded in 1980, BMC Software has offices worldwide and fiscal 2005 revenues of more than $1.46 billion. BMC Software. Activate your business with the power of IT.

LEARN MORE AT WWW.BMC.COM/STARTNOW

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