



BMC Remedy Quality Management

Closely align development resources with your customers' wants and needs

With BMC® Remedy® Quality Management, you can take full advantage of customer input to enhance customer satisfaction, increase sales, and increase the cost-effectiveness of your development and production resources.

You may not know it, but you have a large number of expert product consultants at your disposal — and their advice is free. Do you know who they are? They are your customers. Products are more complex today than ever before, and not even the most stringent QA process can stop product problems from finding their way to customers. For this reason, customers are a valuable source of suggestions for product enhancements and new products. In fact, they are probably already communicating this information to your customer support center. Are you taking full advantage of it?

Unfortunately, if your organization is like many, you may not have well-defined processes in place to evaluate, prioritize, and act on customer input, or to close the loop with customers when you have taken action.

BMC® Remedy® Quality Management provides the solution. It gives you a structured way to translate external customer issues and suggestions into product improvements. BMC Remedy Quality Management helps bridge the gap between customer input to a customer service center and the engineering, quality control, or production group required to address the input. BMC Remedy Quality Management enables organizations to ensure that service requests on product defects are more efficiently resolved and that future product iterations reflect customer input. Consider the business benefits:

- > Improve customer satisfaction by closing the loop on the process of resolving customer service inquiries that have uncovered product defects
- > Boost future sales by providing a mechanism for incorporating customer product suggestions and feedback into future product versions and new products
- > Increase the cost-effectiveness of engineering and operational resources by better aligning them with customer demands to increase the impact of the actions they take

More effective handling of product defects

Customer support inquiries provide valuable guidance in helping companies ferret out product defects. To use this critical source of information, however, you have to correlate customer issues with particular defects. You also have to prioritize defects so you can use your limited development and production resources most effectively to

correct the most pressing issues first. Then, you have to determine who is the best resource in your company to correct the defect, and assign that person or group to the task. Finally, you need to close the loop with the customers who reported the problem, notifying them that the defect has been corrected and providing them with the means to accomplish a fix, obtain a replacement, or implement a workaround.

The quality management process is often quite complex, providing many opportunities for dropped customer issues, poor response times, and inefficient use of back-end resources. BMC Remedy Quality Management can help you master this complexity by providing an integrated, structured connection between your customer support centers and back-end engineering, quality control, and production organizations.

Through BMC Remedy Quality Management, support technicians can forward issues they suspect are potential defects to the back-end staff for evaluation. If the issues are due to a defect, the back-end staff can create a new defect tracking ticket or associate the issues with an existing ticket, assign a priority to the defect based on the number of people reporting that issue, and automatically route the defect and related issues to the appropriate resource for corrective action. If BMC Remedy Quality Management detects the logging of additional issues related to a known defect, it can automatically elevate its priority and change work queues accordingly to ensure that the most critical issues are addressed first. When a defect has been fixed, BMC Remedy Quality Management can automatically notify all affected customers of the successful resolution and tell them how to take advantage of it.

By effectively managing the complex defect-handling process, you can speed defect resolution to meet and exceed customer expectations, increasing customer satisfaction. At the same time, you'll increase the cost-effectiveness of your back-end resources.

Improved product lifecycle

Customer feedback, in the form of product suggestions or requests, provides valuable guidance in determining future product enhancements. Most of these ideas come into the customer service organization, yet few companies have a strong process for translating the suggestions into structured feedback for product managers and design engineers. BMC Remedy Quality Management provides this capability.

BMC Remedy Quality Management is tightly integrated with BMC® Remedy® Customer Support. As a result, it can manage the requests for product enhancements (RFEs) logged into the BMC Remedy Customer Support application. This includes RFEs that customers enter directly into BMC Remedy Customer Support using its customer self-service capability. BMC Remedy Customer Support tracks the RFEs and assigns and routes them to the appropriate product managers or design engineers for action. It can also assign priorities and automatically raise the priority when it detects that the number of customer requests for such an enhancement is increasing.

In addition, BMC Remedy Customer Support permits you to close the loop with customers, notifying them when products that incorporate the suggested enhancements are available. This increases customer satisfaction because it demonstrates your attentiveness to customer feedback and makes customers feel that they are an integral part of your product development process. What's more, it provides an opportunity for additional sales because all the customers who requested the enhancements are qualified prospects for the new products.

Fast time to value and low cost of ownership

BMC Remedy Quality Management is built on BMC® Remedy® Action Request System® (AR System®), a service process manage-

ment platform noted in the industry for its easy adaptability. As a result, you can quickly and easily configure the system to meet your unique needs — without complex programming or complicated future upgrades. With this combination of out-of-the-box functionality and easy adaptability, you'll be up and running quickly to realize a fast time to value. Because of its adaptability, BMC Remedy Quality Management is also easy to maintain to meet your changing business requirements. The resultant low maintenance costs — combined with low implementation costs — mean a low total cost of ownership.

Part of an integrated suite

BMC Remedy Quality Management is part of the BMC® Remedy® Customer Service and Support Suite, which also includes BMC Remedy Customer Support and BMC® Remedy® Service Level Agreements. In addition, BMC provides BMC® Remedy® Citizen Response, a vertically focused adaptation of BMC Remedy Customer Support, designed specifically to help government agencies respond to citizen requests and inquiries. These applications can work stand-alone, or in concert, to create a powerful service center solution that helps you meet and exceed customer expectations.

About BMC Software

BMC Software helps IT organizations drive greater business value through better management of technology. 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. For more information, visit www.bmc.com.

BMC Remedy Customer Service and Support includes:

- > BMC Remedy Customer Support
- > BMC Remedy Quality Management
- > BMC Remedy Service Level Agreements
- > BMC Remedy Citizen Response

You can increase the value of your investment with these BMC Remedy AR System options:

- > BMC® Remedy® Flashboards®
- > BMC® Remedy® Knowledge Management
- > BMC® Remedy® Enterprise Integration Engine

System requirements:

- > BMC Remedy AR System version 6.0.0 or higher
- > Relational database
- > 1GB server RAM
- > 500MB server disk space

To take advantage of Web capabilities, you must meet the necessary system requirements for the BMC Remedy AR System 5.x Web-Tier (Mid-Tier).



To learn more about how BMC can help activate your business, visit www.bmc.com or call 800.841.2031.

BMC Software, the BMC Software logos, and all other BMC Software product or service names are registered trademarks or trademarks of BMC Software, Inc. All other registered trademarks or trademarks belong to their respective companies. ©2006 BMC Software, Inc. All rights reserved. 61210



* 6 1 2 1 0 *