



## BSM Airport Simulation

IT has never been this effective — or this fun

### A NEW WAY TO LEARN

- > Experience an innovative learning event
- > Discover the real benefits of an ITIL-compatible process model
- > Understand the connection between business and IT
- > Learn about BSM, the most effective approach for managing IT from the perspective of the business
- > Derive greater efficiency and effectiveness from your IT department

*"This was an opportunity to put ITIL into practice and understand the business benefits. It was a good exercise to improve communications and relationships. The business could also benefit, possibly improving their understanding of the complexity of the IS organization."*

- BSM Airport Simulation attendee

The roar of an airplane engine fills the air, beginning its ascent; another flight headed toward a far away destination. Its passengers, filled with excitement — a new job, an overdue vacation, a family reunion. But wait, gate allocation and monitoring has hit a glitch, and multiple planes are being assigned to the same gate for loading and unloading of passengers. This issue must be fixed immediately. Your airport makes money with each flight that takes off and lands, and this sort of backup will result in delays and — even worse — possible cancellations. What to do?

As a service delivery manager at the airport, you need to manage service desk operations, but do you know exactly what has occurred? Are the IT account managers up to speed on which airlines have been affected? What more do you need to know to get this incident identified and logged so the technical specialists can work on a fix? Might it be better to involve a technology vendor instead?

This scenario, while fictional, is similar to the business issues you face every day. What better way to truly understand how IT affects your business, than to work in a simulated environment that translates the urgency, fast pace, and impact of IT decisions — without the stress and with a sense a fun?

### IMMERSE YOURSELF IN THE BSM AIRPORT SIMULATION FROM BMC

You may already be familiar with Business Service Management (BSM) and the benefits of an IT Infrastructure Library® (ITIL®) process model, but the BSM Airport Simulation from BMC, an experiential learning event, makes BSM real. With this course, BMC Educational Services gives you the opportunity to actually simulate running an international airport in a team environment. Assuming various roles, such as the airport operations director, a member of the service desk, a technical specialist, or a third-party vendor, you will deal with a host of incidents arising from all aspects of the business — control tower operations, radar, baggage handling, catering, and security.

Through several rounds of "play," you will view the challenges faced by both IT and the business from the unique perspective of the role assigned to you. For example, as the airport's operations director, you will need to work closely with the service delivery manager to ascertain what has occurred at the airport and determine causes of action, while technical specialists await an accurate description of the incident so that they are able to work on a fix. Before you know it, the IT managers are discussing service levels with the service delivery manager; the airport operations director is considering availability and capacity planning; and the technical specialists are implementing change and configuration management. A number of processes are utilized, the team determines the root cause of the problem affecting the airport, and an integrated solution is embraced, significantly increasing the airport's performance and profit.

The interdependencies among functional areas, as well as the communication that needs to occur to keep the airport operational, illustrate the connection between business and IT in a very real manner, going beyond the traditional classroom experience. Whether you're in executive management, IT, or operations, the BSM Airport Simulation class helps you understand how to manage IT and services from a business perspective.

### UNDERSTANDING BSM AND ITIL BEST PRACTICES

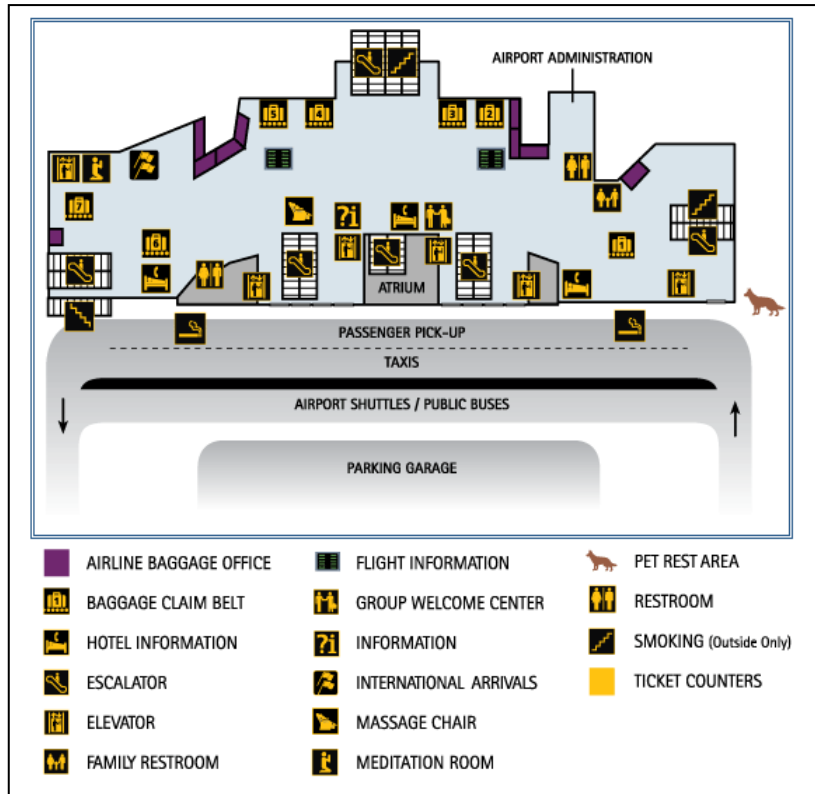
The BSM Airport Simulation class illustrates the true challenges faced by businesses as they become increasingly dependent on IT to meet corporate imperatives and business needs, and explores how BSM and ITIL best practices help to achieve improved IT services, customer satisfaction, and productivity. ITIL offers a framework on which to build processes to improve efficiencies, manage costs, and speak a common language; BSM extends that value by enabling IT to reach beyond its own organization and closely align IT services with

## TEN KEY ITIL PROCESSES

The BSM Airport Simulation is broken up into five rounds, each of which builds on new learning and tests your knowledge of key ITIL processes:

- > Round 1
  - o Service desk
  - o Incident management
  - o Problem management
- > Round 2 — Using formal processes to restore services and fix problems
  - o Configuration management
  - o Change management
  - o Release management
- > Round 3 — Achieving control of the infrastructure
  - o Capacity management
  - o Availability management
- > Round 4 — Agreeing on services with the business
  - o Service level management
  - o Financial management
- > Round 5 — Managing technology to meet the agreed-upon business requirements

business requirements and priorities. The level of development achieved by course participants is amazing, moving from chaos through to value through the simple application of basic ITIL concepts.



## ITIL TRAINING FROM BMC

As the proven leader in BSM, the most effective approach for managing IT from the perspective of the business, BMC has the track record to help you succeed, and you can be confident that our open and integrated architecture is designed to work with your existing IT investments. BSM is not just a buzzword at BMC — it's our singular focus and an ongoing commitment to our customers.

At BMC, we understand that implementing a BSM approach is no simple task; rather, it involves a journey of continuous improvements in people, processes, and technology. For this reason, BMC Educational Services offers BSM learning solutions to help you activate your business with the power of IT.

In addition to the depth and breadth of our courses, our BSM learning solutions are exceptional in the following ways:

- > **Consultative approach.** BMC consulting services help you define the BSM competencies you need, and develop an education solution tailored to meet those needs.
- > **Blended approach to instruction.** BMC offers blended training solutions that combine both classroom and online training to accelerate and improve learning.
- > **ITIL-based curriculum and certification exams.** BMC offers both a proven, ITIL-based curriculum and certification exams, ensuring that your staff is qualified and competent.
- > **Global reach.** With more than 50 education centers worldwide, support for various languages, and online courses, BMC offers unmatched global delivery capabilities for effective, timely training.

BMC is a leader in BSM, and we provide support every step of the way. Just as we have helped some of the world's leading enterprises, BMC can help guide you through every aspect of your BSM transformation.

"It was a very good class and helped open attendees' eyes to putting into practice many of the concepts we have been preaching with respect to ITIL. I also believe this to be one of the very few classes we have brought in, where those attending the class left having learned, having enjoyed themselves, and were eager to put the education into practice. You can quote me on that! Thanks."

- Rob, BSM Airport Simulation attendee

## ITIL LEARNING PATH

<p><b>EXECUTIVES, SPONORS, STAKEHOLDERS</b></p>	<p><b>REQUIRED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL V3: Awareness (WBT) And</li> <li>&gt; Airport Simulation–BSM International</li> </ul> <p>OR</p> <p>ITIL V3: Executive Overview</p> <p><b>RECOMMENDED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL V3: Foundation</li> </ul> <p>NOTE: The ITIL V3: Foundation course includes the information in the ITIL V3: Awareness (WBT) and ITIL V3: Executive Overview. In addition if you choose to take ITIL V3: Foundation in a training facility, your course will also include the Airport Simulation.</p> <ul style="list-style-type: none"> <li>&gt; IT Service Management Reflection Workshop</li> <li>&gt; ITSM Mobilization Workshop</li> <li>&gt; ITIL Planning to Implement Service Management</li> </ul>
<p><b>IT LEADERS/ IT MANAGERS</b></p>	<p><b>REQUIRED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL V3: Foundation</li> </ul> <p><b>RECOMMENDED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL Service Manager Certification (Master Certification Class)</li> <li>&gt; ITIL V3: Service Manager Bridging Course</li> <li>&gt; IT Service Management Reflection Workshop</li> <li>&gt; ITSM Mobilization Workshop</li> <li>&gt; ITIL Planning to Implement Service Management</li> </ul>
<p><b>IT IMPLEMENTERS</b></p>	<p><b>REQUIRED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL V3: Foundation</li> </ul> <p><b>CLUSTERED PRACTITIONER COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITIL Practitioner - Release and Control Management</li> <li>&gt; ITIL Practitioner - Support and Restore</li> <li>&gt; ITIL Practitioner - Agree and Define (SLM and Financial Management cluster)</li> <li>&gt; ITIL Practitioner - Plan and Improve (Availability, ITSCM, and Capacity Management cluster)</li> </ul> <p><b>RECOMMENDED COURSES</b></p> <ul style="list-style-type: none"> <li>&gt; ITSM Mobilization Workshop</li> </ul>

#### ABOUT BMC EDUCATIONAL SERVICES

BMC Educational Services is dedicated to helping you get the most out of your investment in BSM solutions from BMC Software by properly training your people. We teach your IT staff how to align people, processes, and technology so you can deliver high-quality IT services that meet business needs. To ensure your training is successful, BMC Educational Services uses dynamic teaching methods. All education is hands on, with real-life examples of how best to implement the BMC solution portfolio in your particular environment. We use performance-based course materials taught by education consultants who have professional backgrounds as diverse as those your employees bring to the table. Our consultants' experience working at various customer sites enables them to apply real-world expertise and examples to each class.

#### ABOUT BMC SOFTWARE

BMC Software delivers the solutions IT needs to increase business value through better management of technology and IT processes. Our industry-leading Business Service Management solutions help you reduce cost, lower risk of business disruption, and benefit from an IT infrastructure built to support business growth and flexibility. Only BMC provides best-practice IT processes, automated technology management, and award-winning BMC Atrium technologies that offer a shared view into how IT services support business priorities. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the midsized business. Founded in 1980, BMC has offices worldwide and fiscal 2007 revenues of \$1.58 billion. Activate your business with the power of IT. [www.bmc.com](http://www.bmc.com).

For more information about BMC Software Educational Services, visit [www.bmc.com/education](http://www.bmc.com/education) or contact us at any of the following:

#### Americas:

(800) 574-4262 or  
[education@bmc.com](mailto:education@bmc.com)

#### Asia Pacific:

+65 6398 8200 or  
[ap\\_education@bmc.com](mailto:ap_education@bmc.com)

#### EMEA:

+44 (0) 1784 478451 or  
[emea\\_education@bmc.com](mailto:emea_education@bmc.com)

To subscribe to the BMC Educational Services newsletter, visit [www.bmc.com/subscribe](http://www.bmc.com/subscribe).



To learn more about how BMC can help activate your business, visit [www.bmc.com](http://www.bmc.com) or call (800) 841-2031.

BMC, BMC Software, and the BMC Software logo are the exclusive properties of BMC Software, Inc., are registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other BMC trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. ITIL is a registered trademark, and a registered community trademark of the Office of Government Commerce, and is registered in the U.S. Patent and Trademark Office. All other trademarks or registered trademarks are the property of their respective owners. ©2007, 2008 Copyright BMC Software, Inc. All rights reserved.



\* 9 1 6 9 3 \*