



# BMC Service Request Management

Improving service desk efficiency and customer satisfaction

## KEY BENEFITS

- > Empower end users to take more control over their service requests through a self-service interface
- > Improve the efficiency of processing end-user service requests
- > Ensure high quality service delivery and customer satisfaction
- > Ensure consistency in service delivery and reduced costs through automation
- > Support more effective demand and resource management

Many IT departments are looking for ways to offload work and improve customer satisfaction at the same time. With BMC Service Request Management (SRM), you can automate the full lifecycle of service request management, including integration to back-office fulfillment, to increase service desk efficiency.

## BUSINESS CHALLENGE

The service desk is often overloaded with end-user requests that limit the ability of IT to focus on critical incidents and restore critical services for the business. Many such processes are for standard services that don't directly support critical infrastructure services such as on-board employee, order laptop, and reset password. In addition, many back-office fulfillment processes for these service requests are manual, resulting in limited ability to understand or report on the approval process or the cost of delivery for the service. This often results in delayed service resolution and a reduction in the perceived value of IT from the end user's point of view.

## THE BMC SOLUTION

BMC Service Request Management allows IT to define offered services, publish those services in a Service Catalog, and automate the fulfillment of those services for their end-user base. With BMC SRM, end users have the ability to help themselves, which reduces the flood of requests coming into the service desk. This enables IT to focus on more mission-critical activities, such as resolving incidents related to service failures and restoring critical services.

Improve the efficiency of processing end-user service requests

Having a Service Catalog for all request-enabled business services, coupled with clear definitions provided in terms the end user understands, can speed the service request process tremendously. Automated workflows for each service enforce consistency of process, and automation speeds a request through the approval process and on through to back-office fulfillment.

Empower end users to take more control over their service requests through a self-service interface  
 An intelligent interface presents information directly to end users, giving them greater visibility into a request and its status, the costs involved, and the approval process. Self-service reduces IT workload by reducing upfront information capture and redirecting requests that don't require the assistance of the service desk.



BMC Service Request Management

Demonstrate clear value to your end users

By properly setting expectations about service availability, price, and turnaround time, you can ensure that end users gain greater confidence in the value that IT delivers to the business. Clarity of service goals and automation of service delivery best practices yield service request metrics that ensure IT can proactively manage supply and demand to deliver services more quickly and cost-effectively than ever before, thus increasing customer satisfaction.

## FEATURES

- > Shared Service Catalog for all request-enabled business services with flexible entitlement controls



This product integrates with BMC Atrium technologies.

## SUPPORT FOR COMPLIANCE INITIATIVES

A significant part of any compliance effort is ensuring that the correct entitlement and approval processes are followed for the services delivered by IT to the end-user community. BMC Service Request Management:

- > Provides the ability to define who is entitled to which services
- > Ensures that the correct approval process is followed for each service request
- > Produces an audit record of these actions

## 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 2006 revenues of more than \$1.49 billion. Activate your business with the power of IT. [www.bmc.com](http://www.bmc.com).



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- > Out-of-the-box integration with BMC Remedy Service Desk, BMC Remedy Change Management, and the BMC Atrium Configuration Management Database (CMDB)
- > Integration with BMC Service Level Management to track and ensure compliance with service level agreements (SLAs)
- > Workflow for routing requests to fulfillment providers and ability to generate manual work orders
- > Currently available in English, French, German, Italian Spanish, Japanese and Simplified Chinese

## THE VALUE OF BMC SERVICE REQUEST MANAGEMENT

BMC SRM can deliver real value to your organization in a short amount of time. Consider the following example:

Many service desks field upwards of 1,800 calls every week to open a request or to track the status of a request. The cost of handling each call can vary widely, but for the purposes of this example, let's assume that the offshore customer service desk charges \$3.49 per call (not including lost employee productivity). Implementing BMC SRM can eliminate those 1,800 calls, thus saving the customer \$320,000 a year and allowing the service desk to become more efficient at handling higher priority incidents. It does so by providing the following key capabilities:

- > **An actionable catalog of request-enabled services**  
BMC SRM includes a catalog of all services that can be requested by an end user. The services are presented in business terms that make sense to the end user, and clear expectations are set regarding service price, approvals required and the amount of time needed to resolve the request.
- > **Integration of the service request catalog to fulfillment processes**  
Service requests are automatically connected to back-office fulfillment providers allowing the end user to see the workflow process and track the progress of the request. The status of the request is available at all times and is automatically "rolled up" based on the status of the underlying process and fulfillment applications.
- > **Flexible process definition**  
BMC SRM is capable of capturing complex service fulfillment processes, including building parallel and serial processes based on reusable templates. Questions are defined to ask during request entry with routing of answers to fulfillment processes. Process steps can even be delegated to an existing application via a web services based interface.
- > **Complete tracking and management of requests — from entry to completion**  
BMC SRM, in conjunction with BMC Service Level Management, provides metrics and reports that allow tracking and analysis for the establishment of accurate SLAs. These metrics enable proactive management of service demand, service fulfillment, as well as, resources and costs required for delivery. This ultimately leads to higher quality service delivery and increased customer satisfaction.
- > **Intuitive user interface with shopping cart technology**  
Users can now "shop" for requestable services and place them into a cart. This allows a set of requests to be grouped and ensures that they are submitted and tracked together.

## ALIGNMENT WITH BEST PRACTICES

BMC SRM communicates to the business what request-enabled services are available to end users. BMC Service Request Management supports the IT Infrastructure Library® (ITIL®) Service Desk function by providing a uniform self-service mechanism for end users to find and request services. In addition, it provides a way to document a set of standard procedures for handling the service request using built-in automation and integration to back-office fulfillment systems.

## SUPPORT FOR BUSINESS SERVICE MANAGEMENT

Business Service Management (BSM), the most effective approach for managing IT from the perspective of the business, combines best practice IT processes (such as support for ITIL), automated technology management, and a shared view of how IT resources directly support the business. BMC SRM significantly contributes to an effective BSM approach by communicating available services to business end users and by providing an automated mechanism for requesting and tracking those requests through to resolution.

