

A flexible, predictable and profitable service delivery model



As a BSM Managed Services provider, you can:

- > Access a flexible way to broaden your service portfolio
- > Gain a richer variety of value-added services
- > Tap into the potential of Business Service Management solutions with fewer cost barriers
- > Utilize a software-delivery model focused on your needs as a service provider
- > “Productize” your service with highly scalable BMC Software solutions
- > Generate ongoing annuity streams
- > Increase predictability and profitability
- > Be recognized as a market leader in best-practice enterprise management
- > Enjoy a more profitable way to serve customers

THE CHALLENGE

The only way to respond to an ever-changing economy is to adapt. To survive, businesses—and the IT organizations that support them—must become more flexible and responsive. For many companies, a one-size-fits-all enterprise management solution is not the best answer. Some companies may only require a few products and services on a short-term basis, and therefore traditional long-term licensing agreements are cost-prohibitive.

As a result of this demand, service providers are under increased pressure to provide the full capabilities of enterprise management, but on a more adaptable, “pay-as-you-go” basis.

THE SOLUTION

BSM Managed Services offer a more flexible, predictable and profitable way for partner organizations like yours to deliver best-practice enterprise management as a service. As a BSM Managed Services delivery partner, you can provide all the capabilities and benefits of BMC Software, but now you have the opportunity to choose how you provide those services. You can offer software as a service, or manage it through traditional license agreements—whichever is more advantageous for you and your customer.

BSM Managed Services offer a low-risk option for complete enterprise management—from infrastructure, network, application and data center management to technical help desk services. This turnkey solution offers service providers the leverage needed to significantly enhance their solutions portfolio.

Business Service Management (BSM)

BMC Software helps you accomplish your most critical business objectives with Business Service Management (BSM): a flexible, comprehensive approach to aligning IT and business resources.

BMC Software helps you quickly achieve BSM with Routes to Value™, incremental steps with targeted entry points that enable you to quickly establish measurable goals and create coherent roadmaps to improve business performance. With BSM and Routes to Value, IT can clearly demonstrate its value as a strategic business asset, lower total cost of ownership (TCO) and deliver a higher quality of service faster than ever before.

BMC Software offers the following Routes to Value:

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

BENEFITS

Broaden your service portfolio with flexible solutions. BSM Managed Services offer delivery partners all the potential of enterprise software capabilities, but with fewer cost barriers. You gain a richer variety of value-added service offerings. You can also provide multi-client license portability, so you can adapt products and services to changing customer needs. Overall, you benefit from the combination of highly scalable BMC Software solutions and a more flexible licensing system focused on the needs of customers and service providers alike.

Gain a predictable delivery and support model, exclusively designed for partners. BSM Managed Services provide a more dependable way to optimize your service operations. With BSM Managed Services, you gain unprecedented access to BMC Software resources, which include a dedicated account management team, technical support, training and partner certification, sales team engagement, and of course, BMC Software products and services. BMC Software also helps you profitably extend your service offerings into adjacent markets. For example, partners working in the distributed systems space can leverage BMC Software offerings in the mainframe space as well. As an added benefit, you now get all these services as an ongoing, predictable operations expense rather than a large, up-front capital investment.

Leverage a more profitable way to serve customers. BSM Managed Services help you generate a higher profit per customer through improved economies of scale, joint account development and an extensive sales force network, supported by a dedicated marketing team. And with the increased demand for BSM implementations, you also benefit from additional opportunities throughout our broad base of customer accounts.

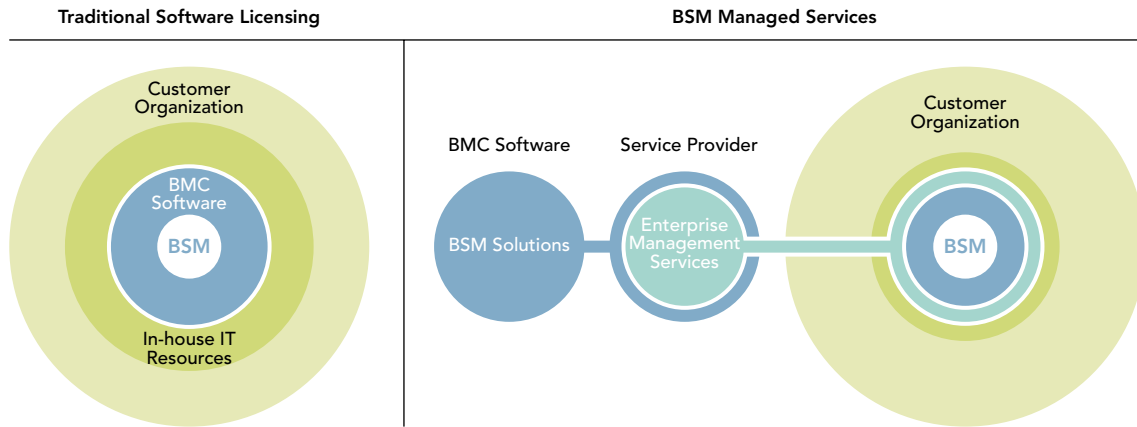
BECOME A BSM MANAGED SERVICES PARTNER

BMC Software understands that one company cannot meet every customer need, so we actively partner with leading solution providers to better serve our customers. If you are looking to grow your services, BMC Software offers the tools and flexible business terms to help you rapidly expand your business.

Potential BSM Managed Services providers should meet the following criteria:

- > Proven ability to deliver services that add value to enterprise management solutions
- > Existing expertise in leveraging BMC Software technologies
- > Ability to deliver solutions remotely as a service
- > Core focus on IT solution sales
- > Leading position in your IT service category

When you become a BSM Managed Services partner, you can increase the predictability and profitability of your customer base. You also gain all the benefits of joining forces with BMC Software, the leading provider of best-practice enterprise management solutions.



BMC Software offers two options for obtaining the enterprise management solutions customers need. With the traditional licensing model, customers maintain BSM solutions and expertise in-house. With BSM Managed Services, BMC Software partners deliver and manage BSM solutions as a remote service. These flexible service offerings enable partners to expand their service portfolio and increase profit potential.

ABOUT BSM MANAGED SERVICES

Industry analysts foresee tremendous growth in the market for technology solutions delivered on demand. Some predict a third of all new software acquisition will be delivered as a service by 2010. What's the driving force? The need for more flexibility to manage increasingly complex IT environments, as well as the pressure to improve service levels and deliver a rapid return on technology investments. Customers need the end solution faster than ever before, but without the added expenses of software, hardware and in-house expertise.

BSM Managed Services answer this growing need by delivering enterprise management solutions as a service. Customers gain the full benefit of BMC Software solutions and an extensive network of leading service providers, all on a "pay-as-you-go," subscription basis. With BSM Managed Services, enterprise customers have a faster, easier and more dependable way to achieve the benefits of Business Service Management. For more information about BSM Managed Services, visit www.bmc.com/bsm/managedservices



ABOUT BMC SOFTWARE

BMC Software, Inc. [NYSE:BMC], is a leading provider of enterprise management solutions that empower companies to manage their IT infrastructure from a business perspective. Delivering Business Service Management, BMC Software solutions span enterprise systems, applications, databases and service management. Founded in 1980, BMC Software has offices worldwide and fiscal 2004 revenues of more than \$1.4 billion. For more information about BMC Software, visit www.bmc.com