

BMC Analytics for BSM

Improve support and decision-making for business services through interactive reporting and analysis

KEY BENEFITS

BMC Analytics for BSM puts critical business intelligence at your fingertips to help you understand key business services metrics, so you can:

- > Measure how adept IT is at supporting business service objectives and SLAs
- > Improve how IT assets support critical business services
- > Make better decisions with a comprehensive view of how IT impacts your business (Business Intelligence)
- > Reduce time-to-action on BSM improvements by delivering investigative analysis to the people who need them, exactly when they are needed.
- > Cut down cost and improve efficiency through informed decision making
- > Understand what services are causing the most problems in your environment
- > Determine the most common recurring incidents associated with business services and if an incident is the result of deeper problems
- > Know the costs associated with implementing and maintaining services
- > Reduce leasing costs and penalties

BMC Analytics for Business Service Management (BSM) provides out-of-the-box interactive reporting and analysis, so non-technical users can quickly slice and dice data to uncover trends and details associated with how IT is supporting business services and goals.

BUSINESS CHALLENGE

Due to a lack of actionable reporting capabilities, organizations face difficulties in making the right operational, financial, and contractual decisions that support service management. Traditional reporting often relies on static reports that provide important information overviews, but lack functionality to allow users to drill down into a deeper level of analysis on-the-fly. In addition, the creation and maintenance of these static reports can be an expensive and time-consuming process that typically requires users with technical expertise and an understanding of underlying application data models. This can result in time lags for non-technical business users who require information in a timely fashion to make accurate decisions without having to wait for custom reports to be developed.

THE BMC SOLUTION

With faster, more intuitive access to IT process data and reports, BMC Analytics helps you to understand how IT is performing to support business service availability and quality. By understanding IT service support issues occurring in the IT environment, and by correlating those issues with both business services and the underlying infrastructure supporting them, you can analyze trends and determine how to make better decisions to improve overall service quality.

BMC Analytics provides reporting capabilities that enable point-and-click analysis and reporting across business service configurations, linking incident and problem data (from BMC Remedy Service Desk) with configuration and relationship data (from the BMC Atrium CMDB) and contract, software license, lease, and warranty information (from BMC Remedy Asset Management). By combining this process data into a consolidated view, BMC Analytics allows you to analyze service desk performance, along with supporting IT configuration assets and changes, to determine how effectively you are supporting your critical business services.

When problems do arise, BMC Analytics provides the ability to analyze trends and determine root causes that may result in business service issues. This new level of insight brings a better understanding into why a business service may cost so much; why a configuration is not being effective or is out of compliance; and how to go about resolving these problems.

BMC Analytics:

- > Includes best-practice, interactive reports for incident, problem, asset, and configuration management processes, including comprehensive reporting for the BMC Atrium CMDB
- > Now includes interactive reports on change request, service request management and configuration drift
- > Provides a prebuilt data “universe” that gives non-technical users the ability to intuitively create their own reports in seconds — without programming
- > Uses a Web-based interface for interactive, ad hoc query and analysis
- > Allows the scheduling and sharing of Web-based reports across an organization’s IT and business users
- > Runs on industry-leading BusinessObjects technology



This product integrates with BMC Atrium technologies.

PREPACKAGED REPORTS GET YOU UP AND RUNNING QUICKLY

- > Investigate incidents, problems, and changes by impact category and service area
- > Identify problems for a given service that may be leading to higher volume of incidents
- > Measure service level and contract compliances and trends
- > Run "aging" analysis on the CMDB data to make certain it is up to date
- > Compare two different discovery data sets in the CMDB to show differences
- > Create a scorecard showing relevant metrics and key performance indicators (KPIs) for various aspects of business services
- > Identify the most request services and trend the timeline to getting new service requests completed

TECHNICAL SPECIFICATIONS

BMC Analytics for BSM integrates with:

- > BMC Remedy Action Request System (AR System) 7.x
- > BMC Atrium CMDB 2.x
- > BMC Remedy ITSM 7.x, (Including one or more applications such as)
 - o Asset Management
 - o Change Management
 - o Service Desk
 - o Service Level Management
 - o Service Request Management
- > BMC Discovery Solution

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. Known for enterprise solutions that span mainframe, distributed systems, and end-user devices, BMC also delivers solutions that address the unique challenges of the mid-sized business. Founded in 1980, BMC has offices worldwide and fiscal 2008 revenues of \$1.73 billion. Activate your business with the power of IT. www.bmc.com.



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

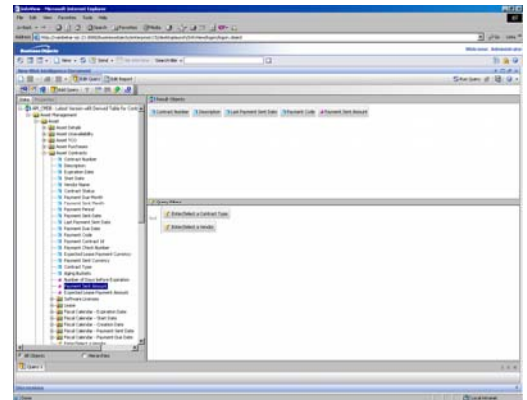
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Information at Your Fingertips with Interactive, Ad Hoc Query and Analysis

The ability to quickly search for and analyze trends occurring across business services (through correlation of incident, problems, change, service request, IT configurations, and financial management data) is what makes BMC Analytics so powerful. By providing a complete view across IT processes, this key analysis tool provides seemingly endless views into your business services and their supporting configurations — all of which can be created on the fly, analyzed, and documented.

BMC Analytics: Getting to the "Why" behind the "What"

Imagine you are viewing a report showing that the number of incidents for a particular business service has increased over the last month. Although this is the typical access available through static-level reporting, it lacks the data necessary to answer the question, "why has the number of incidents increased?" BMC Analytics, on the other hand, provides an intuitive, interactive query interface to drill down or do ad hoc slicing and dicing of data to enable a deeper level of analysis. Using the Web-based interface, you can quickly drag and drop data elements to create reports on the fly and aggregate them together around a business service context. Analysis of these reports allows you to determine the "why" behind the "what."



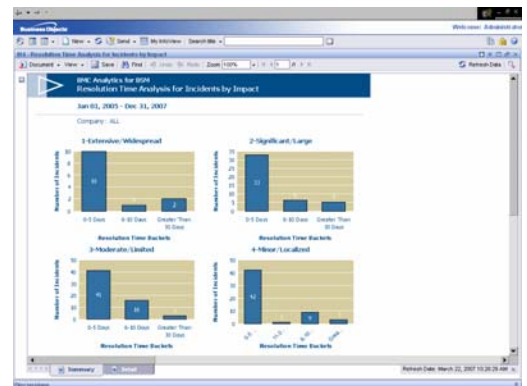
Interactive query interface to slice and dice data

Make Faster, More Educated Decisions through Graphical Reports

Many times, data being analyzed needs to be shared with different functional disciplines across IT organizations, which allows decision-making to occur in an organized, consistent way across the different groups that make up IT.

For example, after running an ad hoc analysis, you may come across a number of configuration items with licenses that are about to expire. Since these configuration items happen to support a critical online order entry process, it is imperative that this information is made available to other groups within IT to plan a strategy to preempt any software license violations that could cost the company money or affect service availability.

BMC Analytics allows you to quickly build Web-enabled custom reports that can be shared across the organization. These custom reports provide a new level of analysis and insight that would not be traditionally available in static reports. In addition, these reports are displayed through a graphical dashboard view that gives you quick and accurate access to data if and when you need it. By building custom reports and sharing them across the IT environment, you enable unified decision-making across IT groups.



Graphical Reporting Interface

ALIGNMENT WITH BEST PRACTICES

Effective incident, problem, change, service request, configuration, and asset management — as well as best practices (such as the IT Infrastructure Library®, or ITIL®) and control frameworks (such as COBIT and ISO) — all share a core requirement: a consistent and repeatable means of maintaining accurate data on business services deployed across your enterprise. BMC Analytics makes analyzing and reporting on configuration and process data easier than ever, and ensures alignment to the industry best practices your organization supports.

TIE-IN TO BSM

BMC Analytics allows you to report on virtually all classes of configuration items stored within the BMC Atrium CMDB, which is pre-integrated out of the box with BMC and partner product families. By leveraging the BMC Atrium CMDB along with incident, problem, and asset management data, BMC Analytics provides a business service view into IT configurations and the IT assets that support them. This ensures that any decisions are made based on business services, so IT remains connected and focused on business goals.

