**Ptak Associates LLC**

# BMC Run and Reinvent 2019 => 2020

At BMC Exchange 2018, we learned about BMC's plan, "Run and Reinvent", by which they would become the solution provider/partner best able to help clients to quickly and successfully manage the transformation to be market disrupting, leading edge digital enterprises dominating the future.

We noted that BMC's strategic plans and tactics were both "aggressive and impressively ambitious". And commented that BMC must maintain extraordinary focus and impeccable execution to successfully assist such client transformations. Finally, we said documentation of successful results were necessary to confirm their differentiation and expertise at this task.

At BMC Exchange 2019, we heard numerous clients describe their success as BMC pursued its plan. With its solutions and services, BMC demonstrated their ability to support successful enterprise digital transformations across multiple market segments. BMC delivered across multiple areas, including management of hybrid cloud development, design and implementation of process and operational change involving intelligent automation, mainframe modernization, service management, implementing transformation strategies, etc.

BMC had a strong history of delivering innovative solutions and services. They had been less effective at getting the credit and revenue associated with such leadership. With its new owners and C-level management adjustments, BMC achieved its lofty ambitions while delivering impressive results. The evidence appears in captured market share, increased customer attention, replaced competitors, and rising revenues.

Exchange 2019 presentations, and informal follow-on chats with clients gave us additional evidence of the effectiveness of BMC's forward-looking strategy; one that emphasizes close attention and response to client wants and needs. In our discussions, clients mentioned both as much appreciated strengths. Let's look at what BMC plans to do going forward.

## Digitization = Continuous, Pervasive, Disruptive Change

No one, least of all those involved in IT, but also those providing or consuming IT products and services can be unaware of the disruptive changes taking place at all enterprise levels and functions. As a direct result of pervasive digitization of the

enterprise that is driven by the rapid evolution and implementation of powerful new technologies. No matter the business, product or service, be it education, banking, research, medicine, chemistry, services – operations, delivery, content, access and application – powerful new capabilities are forcing rapid change.

Blockchain, pervasive automation, augmented/artificial intelligence, machine learning, DevOps, optimization, predictive management, 5G networking, IoT, cyberwarfare, the list goes on. All are becoming more accessible, useful, and fundamental to enterprise competitiveness.

Some have been around for a long time, but with access limited to specialists/experts. In a break with the past, technology is being democratized. Non-technical staff are leveraging powerful technologies such as AI, machine learning, automated intelligence, etc. to make technology even more accessible and easier to apply. Business users are increasingly using sophisticated modeling, analytics and visualization with data sets without involving experts.

Roles and responsibilities of IT are changing at every level of development, operations and delivery. IT continues to become more intimately and immediately involved in enterprise operations than ever. IT must respond more broadly, quickly and reliably as existing infrastructure is replaced, and its capabilities extended.

No single vendor will provide solutions and guidance in all technologies and areas. The challenge for them is to identify where to place their efforts to most effectively and best serve their customers as technology and its application evolves. This requires identifying which technologies will have lasting market utility and impact. It also involves understanding and managing the shape of internal efforts and organization to best deliver solutions and services that remain viable for the long-term. Finally, they must help clients to prepare for and adapt to the radical change in relationships and functioning of IT.

This then is the point of BMC's "Run and Reinvent" strategy. Let's take a look at what BMC has planned.

## Run and Reinvent Foundation

BMC itself continues its internal transformation as deals with the rapid changes and evolution of diverse, new technologies and market conditions. Transformation drives changes in  organizations, employee relations, as well as in department operations related to development, production, marketing, sales and delivery of products and services.

The pace of work has sped up, while the cost of lagging transformation escalates due to inefficiencies, mistakes, miscues, etc. BMC learns from its own transformation. It then applies the resulting expertise to help clients identify opportunities for change (consolidation, integration, extension, elimination) to optimize activities without sacrificing quality or security. Figure 1 summarizes BMC's solution set.



*Figure 1 BMC's Run and Reinvent overview*

AI, machine learning and analytics provide powerful opportunities to gain predictive and actionable insight. Complex, widely distributed networks of hybrid cloud service provide enviable service flexibility and immediacy, as well making vast amounts of data accessible and consumable.

However, so many opportunities to improve operations, increase efficiencies, and avoid problems can be overwhelming. It can also add new levels of risks to security, confidentiality, service disruption and outages resulting from infrastructure failure, mistakes or sabotage.

BMC's Helix-based solutions and services facilitates infrastructure discovery, service creation and delivery, optimization of cost, processes and workload management, monitor and remediate problems to assure that users have the best experience possible.

BMC identified five areas of experience, expertise and deliverables that provide them competitive advantage as they work with clients to achieve long-lasting benefits. These are:

- Transformation Strategy – early-on BMC recognized that transformation requires detailed strategy and planning. Products, processes, even the workplace must be reworked to be radically user-driven and service oriented to achieve the rapid design and delivery necessary to fulfill user/customer expectations and demands. BMC shares their expertise to define, plan and implement the client's transformation strategy.

- Cloud & Datacenter Optimization – hybrid clouds are and will continue to be the de facto model in enterprise infrastructure. BMC Helix solutions provide a common platform of functionality that supports discovery, security, operations management and optimization, vulnerability assessment, predictive analysis and remediation for on-and off-premise server, network and cloud infrastructure.

- Cognitive Service Management – Service delivery is undergoing radical change as customer expectations and demands evolve and escalate. As new technologies emerge and current ones evolve, BMC works with clients to identify and realize greater benefits. BMC Helix leverages existing technologies, e.g. AI, ML, IoT, chatbots, virtual agents, to speed operation, improve accuracy, and increase cost savings in service creation and delivery. At the same time, BMC looks ahead to identify and prepare for emerging technologies that will enable new benefits.

- Automation & Orchestration –  BMC will help transforming (as well as transforming) enterprises succeed by strengthening their ability to rapidly move from creative ideation to innovative, competitive differentiated product/service market reality. Close examination, evaluation and evolution of existing processes and workflows reveals opportunities to improve them with orchestration, integration, and automation.

- Mainframe Modernization – as enterprises run and invent their way thru digital transformation, they find must deal with increased workloads, complex workflows, and security requirements. The mainframe remains the platform of choice to address these problems. No longer isolated, operating remote from users and systems with dated, idiosyncratic software and tools. Today's mainframe is intimately connected and fully integrated with the on-site and distributed hybrid data center environment. Connected and functioning across all IT and business operations, infrastructure, management, development and delivery. Open, automated, enhanced intelligence accessible via familiar, agile solutions and tools, the mainframe will provide secure, reliable and powerful platform to address these problems thru cost optimization and digital agility. The self-managing mainframe is fully realized in BMC's AMI strategy and end-to-end

products. Fully automated intelligence will help assure that the mainframe's valuable role continues.

These are the areas where BMC is focusing its efforts and offering to customers today. But also, of interest are the actions BMC is taking today to assure that it maintains a position as a forward thinking, pacesetter for the digital enterprise. We recently had a discussion with BMC CTO, Ram Chakravarti about the steps they are taking today to assure they can once again be at the forefront of pacesetting innovation and technology leadership.

## Run and Reinvent moving forward

Mr. Chakravarti and his team are responsible for identifying and planting the seeds of opportunity for future success. They study the future to determine the decisions and challenges facing enterprises after the winners of today's emerging technologies have been settled.

He seeks answers to such questions as: After today's superstar technologies have been effectively implemented and applied in 2025 and beyond, what new challenges and uncertainties will fully digitized enterprise clients face? Where does BMC have to focus their resources and efforts today to address those challenges? What tools, solutions, services and expertise must BMC have to assist these customers?

Mr. Chakravarti will unveil his plans in due time. However, I can share a broad outline. His team focuses their efforts in three broad areas. These are:

1.  Be the corporate center of ideation – identify unique opportunities in technologies and innovative solutions that will define the future.
2.  Be the corporate enabler of product excellence – assure BMC has the technologies, processes, and expertise to assure their solutions and products are the best available.
3.  Support the creation of a world-class ecosystem of partners, alliances and collaborators to assure comprehensive integrated product and service offerings for the fully digital enterprise, heterogeneous, interconnected hybrid business- and technology-driven.

The predictions are that by 2025, worldwide market competition will by dominated by fully autonomous digitalized enterprises. Intelligent IT will have penetrated and be fully, intelligently  functioning across all enterprise tasks. Managing, optimizing, monitoring, detecting and remediating problems will be controlled with highly pragmatic, hyper-automated capabilities.

Technology will be fully democratized. Evolved versions of today's modeling, analytics and forecasting tools will routinely applied by non-technical business and office staff. IT specialists and experts will focus on the development and application of the newest technologies to address the challenges and opportunities they provide.

What are the implications today? Mr. Chakravarti believes that a foundational capability is the need for Actionability. This is monitoring and observability to get actionable insight that directly lead to problem avoidance through product redesign or process alteration. Based on, but far beyond today's interesting but relatively modest predictive analytics. AI, extensive automation, and technologies such as quantum analysis will allow leveraging of extended data sets to provide detailed and actionable intelligence to development and operations teams.

It is the vision of AMI 2.0. Today's actionability extended forward and backward feeding into product and service development, enrichment, enhancement, operations and management. It will provide detailed intelligence and insight to support human action to avoid problems and improve performance. It will access and leverage data collected from complementary partner activities. It will extend to the very end of the delivery chain to monitor and report on user experiences, collecting data that will be used to improve product security, reliability, operation and functionality. There will be tighter and more sophisticated integration with 3rd-party and partnership solutions to gain maximum insight for optimization and problem avoidance.

## In Conclusion

Successfully becoming and competing as a digital enterprise is both challenging and rewarding. There are significant pitfalls that will change and evolve over time, preventing cookie-cutter solutions. BMC recognizes and builds its strategy and products accordingly.

BMC understands the challenges of becoming a digitalized enterprise. They have demonstrated success and accumulated expertise with services and products to help clients in transformation. BMC understands multiple partners are necessary to best meet client needs. They are actively working to build a sustainable eco-system that can adapt to the changing environment. Navigating the path through transformation will require most enterprises work with a trusted, knowledgeable partner. From what we've heard and seen, BMC is an excellent candidate to fulfill that role.

You can view the agenda at BMC Exchange 2019 NYC. If that piques your interest, there will is one more BMC Exchange event in Milan, March 5, 2020. Attendance is free.

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**About Ptak Associates LLC**

We monitor a breadth of areas to provide a complete picture on technology trends across the industry. Whether it's mainframes, Open Systems, Blockchain, Cognitive Computing, DevOps, Quantum Computing, or other emerging trend, are covered with a uniquely deep and broad perspective.

Our clients include industry leaders and dynamic newcomers. We help IT organizations understand and prioritize their needs within the context of present and near-future IT trends, enabling them to apply IT technology to enterprise challenges. We help technology vendors refine strategies and provide them with both market insight and deliverables that communicate the enterprise values of their services. Clients benefit from our understanding of how competitors play in the market space as well as from our actionable recommendations.

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