SaaS:

Accelerating Success
of Operational and
Business Outcomes

bmc

" The Fourth Industrial Revolution represents a fundamental change in the way we live, work and relate to one another. It is a new chapter in human development, enabled by extraordinary technology advances...These advances are merging the physical, digital and biological worlds in ways that create both huge promise and potential peril. The speed, breadth and depth of this revolution is forcing us to rethink how countries develop, how organizations create value and even what it means to be human."

– World Economic Forum

It's Not About Trends; It's Business in the New Digital Age

SaaS (Software-as-a-Service) is not a new phenomenon that has crept up on the business world, and the organizations that have embraced it are currently experiencing a positive impact. To succeed in this modern digital economy, organizations need to strategize and deploy a framework that will help them compete and win. The hyper-speed of today's economy means organizations need to be highly agile, scalable, cost-effective, and efficient while driving innovation in everything they do, always keeping the customer top-of-mind by delivering compelling experiences. Deploying the strategy requires the right infrastructure in place for the challenges of the present and the future: digital is the only path forward. It's time to think next, think transformation, and think SaaS.

Don't Let Your Business Get Left Behind

Organizations must be ready to think bigger. IDC[1] states that success in the modern digital economy will depend on organizations to "accelerate investments to become hyper-speed, hyper-scaled, and hyper-connected." Digital-first enterprises will develop and deploy as many apps/services in the next four years as were deployed in the last 40—delivering compelling experiences with the goal of zero outages.

All this hyper-innovation needs to be high-quality and must adhere to security, governances, and other requirements so the enterprise can run at the speed of business and remain compliant. SaaS technologies have made it easier for enterprises to effectively and efficiently deliver the necessary features and functionality at the velocity required of this modern digital economy.

Innovate to Succeed

57% of enterprises look to deliver quality services faster using big data, machine learning, and AI to understand user behavior and manage organizational complexity.

Hanover ITSM/ITOM Survey: *Maximizing the Value of Hybrid IT with Converged Operations and Service Management Processes,* January 2020

With continually evolving competitive requirements in every industry, the right SaaS platform can provide organizations with new innovations and capabilities and prepare them for the rapid changes they are experiencing in this digital-first environment. Organizations seeking to improve speed to market, while reducing the need for human intervention or manual functions should address these key business infrastructure challenges:

Discover

Businesses need a complete view of what's happening with their services, infrastructure, and applications at all times, easing response time on service requests. An up-to-the-moment view of inventory, status, dependencies, and changes helps to ensure the organization is delivering service excellence.

Monitor

Enterprises need to monitor for anomalies, alerts, and uncover events in real-time. To ensure that services meet the business goals requires organizations to be proactive, addressing issues before they become a problem.

Service

Ensure that service requests are handled quickly and correctly the first time. Delivering the right information, tools, and actions to the right people at the right time and place speeds resolution and reduces the need for an investigation, boosting productivity.

Remediate

Compliance and risk exposure can become serious issues, with pressure to provide tight operational governance and minimize exposure to security risks and breaches. When remediation is performed more efficiently and effectively, IT staff can spend more time on innovation.

Optimize

As organizations become more reliant on external service providers and public cloud services, they must carefully manage IT budgets and resources to control costs while minimizing business risks.

Leverage Innovative, Intelligent Automation Technologies

The proliferation of multi-cloud, multi-device (IoT), multi-channel, DevOps, and big data are creating enormous complexities in the IT landscape. Automation is the key organizations need to unlock cost efficiencies, scale, and value-generating IT and business decisions. Innovations like virtual chatbots provide superior self-service enablement, while service desk automation can lower mean-time-to-resolution (MTTR) and increase accuracy while tackling ever-increasing ticket volume. The use of robotic process automation (RPA) bots for menial tasks like password resets and account lockouts improves IT cost-effectiveness. Intelligent real-time and historical analytics of operations and services assist organizations in better decision making, helping optimize the entire ecosystem. Comprehensive automation technologies are a crucial driver of long-term organizational success.

Discover what your organization would save if it became an automated digital enterprise. **Use the calculator** to see your organizations' total economic impact.

It's More Than "Lift and Shift" ;
It's Innovation Your Business Needs

Enterprise companies shouldn't merely perform a "lift and shift"; instead, they should embrace this chance to modernize and streamline for the digital economy. Services-based technologies with artificial intelligence (AI) and machine learning serve an essential role, and organizations should not lose sight of operational changes that are critical in order to meet operational needs and exceed business goals. The current technology tsunami the world is experiencing continues to transform every aspect of work and life. The convergence of people, technologies, data, devices, and ever-expanding networks create immense opportunity for organizations to be agile and customer-centric. Using actionable insights from these technologies across the business will be the driver of change that helps organizations achieve their ideal business outcomes.

SaaS Means Success

By 2023, over 50% of all ICT spending will be directly for digital transformation and innovation (up from 27% in 2018), growing at 17% CAGR (vs. -3.5% for the rest of ICT).

Transitioning Your ITSM and ITOM Platforms to SaaS Delivers Many Benefits:

1. Scalability

SaaS environments can be scaled to accommodate the ever-changing user and ticket volumes without the need to purchase additional hardware. Business growth naturally leads to increased users and tickets. SaaS enables IT to quickly implement and scale the environment to meet growing business demands cost-effectively.

2. Reduce Costs

By adopting SaaS platforms, organizations can redeploy IT systems administration resources to other activities, as the vendor deploys software upgrades and feature enhancements. This results in the ability for IT resources to focus on higher business value projects, reducing the costs spent to maintain critical business applications.
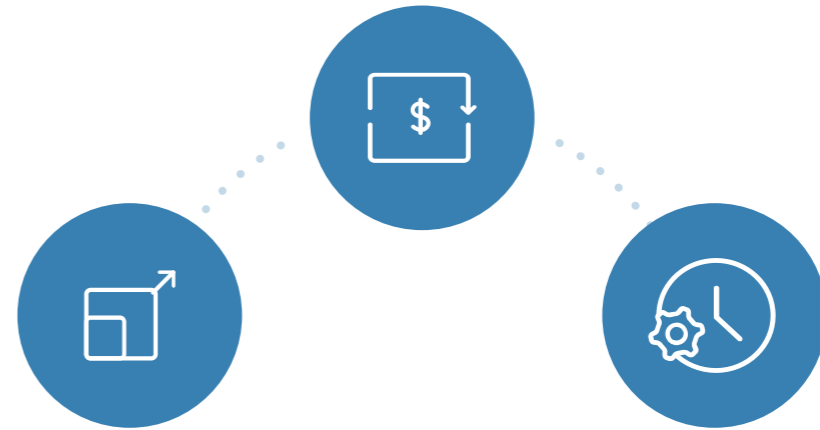
3. Agile/DevOps – Speed to Innovation

The right SaaS platform can increase the speed to innovation, extending beyond IT service management capabilities to address broader business-centric uses such as human resources or facilities. Automating change management, releases, and provisioning improves development speed for new services and apps.

4. Security & Compliance

With security threats only increasing in scale and severity, many enterprises use the transition to SaaS as an opportunity to re-engineer, automate, and strengthen their security. SaaS-based tools and services are already industry-standard compliant, helping remove some of the burdens of compliance from enterprise IT teams. The mitigation of security risks, increases compliance while reducing the financial and customer relationship costs of unexpected downtime.

5. Access & Flexibility

Organizations need to enable business users to access services, regardless of location. Fueled by constant improvements in the services they consume in their daily lives, business users expect the same for their experience at work. Mobility provides employees the flexibility to work from any location. Cloud computing facilitates effective monitoring of your operations, anytime and on any device.

Gain the Power of Choice

SaaS platforms come in all shapes and sizes, and capabilities differ vastly between platforms; it is imperative to evaluate and select a provider that gives businesses the power of choice.

Choice of Deployment

Organizations shouldn't get locked into private hosting on the SaaS provider's platform; this approach reduces the control over costs from scaling up or down. Instead, seek a platform that can deploy where and how you want, pure SaaS or hybrid.

Choice of Cloud

As with deployment options, select a SaaS provider that lets the organization use their preferred cloud provider; private, public, hybrid-cloud, or multi-cloud, it should be up to you. Organizations should be able to use any cloud provider they wish.

Choice of Channels

The goal of any ITSM or ITOM platform is to engage the users when and how they want, no matter where they are. The platform should provide the channels that work best for them, including chatbot experiences across web, mobile, SMS, Skype, Slack, Microsoft Teams, and more. Ensure the chosen SaaS solution provides the range of channels needed to help achieve required business outcomes.

Choice of AI/ML Platform

As companies strive to evolve to the state of an Autonomous Digital Enterprise, wherein intelligent, integrated, value-creating functions can operate with minimal human involvement across the organization and its ecosystem, the SaaS platform's capability to incorporate any AI and ML tools needed, such as IBM(R) Watson(R) or TensorFlow, will be paramount.

Choice of Service/Innovation

Businesses should have the power to drive innovation with advanced features such as email text analysis, intelligent ticket classification, and smart reporting, along with business-user self-service technologies.

SaaS Delivers Business Outcomes

The future of business is already here, and it's SaaS. A SaaS platform must be able to support analytics capabilities to quickly identify root causes of problems and take a proactive approach to resolutions.

> "We found benefit in a reduction in our operating margin and increased operational efficiencies combined with the reduction of full-time resource dependencies and infrastructure costs as well as the benefits of standardization of the user experience."
>
> – Multinational Telecom

Increase Employee Productivity

Delivering the right information, tools, and actions to the right people at the right time and place reduces the need for investigation and speeds resolution, boosting overall productivity for both IT and the business user.

Elevate the Service Experience

Meet and exceed strategic goals with automation, reducing manual workloads that require human intervention. Delight business users with self-service tools and information when and where they need them, reducing overall friction.

Cost Efficiencies

An ITSM/ITOM solution should enable the organization to fully understand all activities and risks, both historically and in real-time. To achieve digital success with SaaS, organizations should take advantage of cognitive solutions that can automate workflows and services, reducing downtime through a singleo-view integrated service management and operations platform.

Reduce Risk & Improve Security, Compliance

With a single, converged platform that encompasses ITSM and ITOM events and status, regardless of the source, so you can enable a simplified, cross-functional service management experience. This reduces the compliance risk of monitoring disparate data. A SaaS solution that automates compliance checking and remediation further increases efficiency and productivity, allowing organizations to maintain audit readiness and shift skilled resources to other projects that drive business outcomes.

The Bottom-line Potential for SaaS

"Our preference is SaaS-first for everything so we can focus on doing what we need to do."

Customer Services Director, IT Services

An Integrated SaaS ITSM/ITOM Platform Enables Optimal Return on Investment

Enhance the End-User Experience

Users find it easier to locate information, communicate with the service desk and chatbot, and submit tickets, while also enjoying faster ticket resolution speed, better SLAs, and reduced downtime, which previously wasted productivity and increased frustration.

Deflect up to 45% of Tickets from the Service Desk

Knowledgebase articles, self-service forms, chatbots, and automation across environments can slash the number of tickets submitted that require agent involvement, increasing IT efficiency, and user satisfaction.

Improve Service Desk Productivity for Ticket Resolution by up to 20%

Redundant labor is reduced through better routing, while enriched upfront information reduces communication needs. Automation, analytics, and service integration further accelerate ticket resolution for service desk agents.

Eliminate Existing Licenses, Hardware, and Systems Administration Labor

With a choice of cloud, organizations no longer need to invest in and manage on-premises installations—allowing employees to focus on higher-value work and helping to keep systems up-to-date with the newest capabilities.

> "Our customer base has grown while support requests have decreased by 30% due to launching more self-services and developing solutions that are more intuitive to use by the user."
>
> – Associate Director of IT Service Delivery, Education

BMC helps customers become operational with existing capabilities as well as providing them with options to introduce innovative products such as cognitive service management, intelligent automation, and multi-cloud management—at their own pace.

It's time to think bolder and move your organization's ITSM and ITOM solutions to a SaaS platform that will help you achieve full digital supremacy.

It's Time for Organizations to Think Bigger. Think Bolder. Think BMC.

Experience the future of service and operations management with the first end-to-end service and automation SaaS platform.

EXPERIENCE TOMORROW, TODAY.

About BMC

From core to cloud to edge, BMC delivers the software and services that enable over 10,000 global customers, including 84% of the Forbes Global 100, to thrive in their ongoing evolution to an Autonomous Digital Enterprise.

BMC—Run and Reinvent

www.bmc.com

bmc