SWOT Assessment: BMC Remedyforce

Analyzing the strengths, weaknesses, opportunities, and threats

Summary

Catalyst

Mid-market customers looking for a solution to simplify and transform the way they provide support to internal customers have been left with a stark choice: use a full-feature, on-premises solution or use a lightweight SME-focused solution. BMC designed and built Remedyforce on the popular Salesforce App Cloud (Force.com) platform, enabling it to provide a solution that was designed with the needs of mid-market customers in mind. In this report, we look at the strengths and weaknesses of Remedyforce.

Key messages

- Remedyforce is built on a market-leading platform that enables integration with a wide variety of third-party solutions.
- Remedyforce provides a rapid time to value through a combination of out-of-the-box templates, dedicated business relationship managers, and Smart Practices.
- Remedyforce customers have access to over 3,000 applications available on AppExchange.
- Remedyforce has developed an innovative pricing model for part-time or seasonal use-case scenarios.
- Remedyforce is still developing its use of artificial intelligence (AI) and machine learning.

Ovum view

The growth of enterprise, or business, service management has seen the need for organizations to adopt solutions that can integrate, or interoperate, with other business functions so that processes are not siloed to a single department. Traditional IT service management (ITSM) tools were very much designed to comply with the demands of ITIL and fit the processes required to manage IT support and change activities. However, these solutions required a knowledge of the ITIL processes and often involved specialist skills to manage the different aspects such as release management, configuration management database (CMDB), and so on.

The mid-market customers needed some of the sophistication of full-feature ITSM tools but did not have the resources to administer, configure, and operate these complex tools. Furthermore, business functions such as HR and facilities, which have a need to perform similar activities and link these between different departments, found full-feature ITSM solutions overly engineered for their needs.

This gap was identified by a few vendors who developed solutions to operate on a platform that could be extended by organizations, third-party independent software vendors (ISVs), or themselves to enable different services to be accessible. These platforms were cloud based, making them easy for users to access, and were designed for the cloud era with simplicity of use a key characteristic.

Recommendations for organizations

Why consider BMC Remedyforce?

Remedyforce provides organizations with a comprehensive set of ITSM capabilities that can be managed by non-technical employees. The simplification of using the Remedyforce solution, combined with the easy accessibility of the platform, make this an ideal solution for organizations with a predominance of IT generalists. Remedyforce is also well suited to scenarios where other business functions need to adopt a solution to deliver service management.

SWOT analysis

Strengths

Rapid time to value through the use of templates

Remedyforce has developed a comprehensive set of out-of-the-box (OOTB) templates that can be used to ensure the solution can deliver a rapid time to value; BMC quotes the average as less than 45 days. Remedyforce is supported in this rapid time to value through the use of pre-configured Smart Practices and dedicated business relationship managers.

Built on a market-leading platform

Remedyforce is built on the Salesforce App Cloud (Force.com). The Force.com platform has in excess of 125,000 customers around the world. The advantage of being co-located on this platform is that many line-of-business customers use Salesforce, which makes integrating with the CRM or Service Cloud from Salesforce much simpler and a known experience.

Ability to meet compliance regulations on location of data storage

As Remedyforce is based on Force.com it has the ability to be hosted in a wide variety of locations around the globe. Salesforce is extending its reach through a build-out program as well as partnering with AWS. Remedyforce is also a secure solution – an important consideration for many customers adopting cloud technologies. The solution is approved for utilization by US Government agencies as well as being ISO27001, SOC-1, SOC-2, and SOC-3 certified.

Uses agentless auto discovery and population of CMDB

One of the biggest challenges for any ITSM solution is discovery of all the assets and cataloging them in the CMDB. Remedyforce includes agentless discovery that reduces the management overhead, requiring no costly installation of on-device software. Seamless integration with BMC Discovery or BMC Client Management is available for customers that mature in CMDB or require more automation of client management.

3,000+ applications available in an online marketplace

The AppExchange marketplace offered in support of the platform is disrupting how enterprises source the applications that can help them realize new levels of productivity. By being built and offered on this platform, Remedyforce is part of a strong ecosystem, and customers of the solution can benefit in many ways. For example, the capabilities offered by the Remedyforce solution can be complemented by other applications in line with customer needs.

Innovative pricing model for seasonal/part-time scenarios

Mid-market customers may have different business operating pressures, from seasonal peaks to only part-time operations. With Remedyforce, BMC has introduced a new casual user category that allows the user to operate for up to 40% of the time of a full user license. This option allows organizations to use Remedyforce in a cost-effective way to support business operations.

Weaknesses

Limited use of AI technologies

The Remedyforce solution makes use of some analytics but currently lacks the advanced use of AI or machine learning in automated chatbots. The use of this technology would dramatically increase the productivity of any service desk, and BMC stated that it is working on integrating this technology into Remedyforce.

User interface is mainly traditional in its approach

Remedyforce's target audience is organizations that are not time or resource rich, and therefore how they interact with any solution can have a critical impact on its usefulness. Currently Remedyforce is like all other ITSM solutions in that it uses a traditional keyboard and mouse UI. Ovum would like to see a more diverse array of options from voice to augmented reality being offered as a way for Remedyforce to attract a new audience to use its solution.

Opportunities

Exploit the Salesforce ecosystem to help broaden the value of both Remedyforce and service management practices

ITSM practices and supporting technologies are increasingly being embraced by business units other than just IT. This is because ITSM practices, and specifically the technology utilized to support them, can help other business units improve productivity. Remedyforce offers capabilities that can help other business units realize new efficiencies, and the company should exploit the strong Salesforce platform and vast customer base in driving this wider value. Developing modules that leverage the capability offered by the tool, but in a way that is specific to business units such as HR and facilities management, will help in achieving this.

Supporting IT financial management practices represents a key opportunity

There is much value that both the IT department and the parent businesses that IT supports can gain through improving IT financial management practices. A significant benefit is improved transparency relating to the costs associated with delivering and supporting IT services – information that can help IT more effectively communicate the value delivered. Currently, the level of insight required is traditionally gathered through expensive integrations with specialized technology that offers solutions with a vast array of capabilities that many IT departments will not exploit. There is an opportunity, from an ITSM perspective, to find a balance in offering functionality that can help IT departments work more transparently but without having to adopt an expensive, third-party solution that offers more than is needed.

Threats

Competitors are offering new solutions that target customers to which Remedyforce has appeal

Many ITSM vendors that have traditionally offered technology aimed at large enterprises are introducing solutions with scaled-back functionality, and at a lower price point, in a bid to grow revenues and broaden market appeal. With Remedyforce, BMC was one of the first vendors to adopt such a strategy. This approach of appealing to a broader market is increasingly important, as a company that may be small today has the potential to grow quickly, and with this corporate growth may come a need for advanced service management capabilities.

Recruiting such customers early and selling them into a service management technology ecosystem that includes not only core ITSM technology but also complementary extensible applications is desirable, and it is an approach that other vendors, such as ServiceNow and CA Technologies have already adopted.

Data sheet

Key facts about the solution

Table 1: Data sheet: BMC Remedyforce

Product name	Remedyforce	Product classification	Service management
Version number	Summer 17	Release date	July 31, 2017
Industries covered	All	Geographies covered	All
Relevant company sizes	Mid-market	Platforms supported	N/A
Languages supported	English, French, German, Spanish, Kanji, and Brazilian Portuguese	Licensing options	PAYG
Deployment options	SaaS	Routes to market	Mixed
URL	www.bmc.com	Company headquarters	Houston, TX
European headquarters	Amsterdam, NL	North America headquarters	Houston, TX
Asia-Pacific headquarters	Singapore		

Source: Ovum

Appendix

Methodology

Ovum SWOT Assessments are independent reviews carried out using Ovum's evaluation model for the relevant technology area, supported by conversations with vendors, users, and service providers of the solution concerned, and in-depth secondary research.

Author

Roy Illsley, Principal Analyst, Infrastructure Solutions

roy.illsley@ovum.com

Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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