



beyond

IT needs to reorient its attention toward business requirements and away from technical issues... Efficiency and effectiveness, per se, have no meaning if not achieved toward a business end.¹

— Paul Mason
IDC, 2002



DRIVE BUSINESS FROM THE BOARDROOM TO THE SERVER ROOM AND BEYOND.

Business today moves at a feverish pace. Companies must respond quickly and efficiently to changing business requirements. And now, more than ever, the entire organization depends on technology to deliver peak performance.

In fact, IT and business operations are now inseparable. Mission-critical business services, from sales and customer service to product delivery, depend on multiple components of the IT infrastructure. To drive business success, your company needs to move beyond simply managing the infrastructure — beyond ensuring that systems are running — to managing the IT environment according to your business objectives. You need to do more with less in an increasingly complex enterprise environment. And somehow, you need to leverage the full strategic value of all your IT investments.



ESCAPE THE BOUNDARIES OF CONVENTIONAL THINKING.

BMC Software helps you bridge the gap between IT and business. Expanding our capabilities beyond IT service management, we now offer business service management solutions that enable customers to manage services from both an IT and business perspective. The result is a greater

understanding of how IT processes affect the business, and conversely, how changes in your business affect the IT infrastructure. You can then proactively manage the delivery of key business services and make better decisions overall — attaining true business agility.

Best of all, BMC Software enables you to take an incremental approach to business service management. This allows you to optimize your existing IT investments and business processes, rather than facing yet another “rip-and-replace” solution.



Speed and agility are the marks of a progressive enterprise that sees and understands clearly and quickly how its business is performing, so it can react with appropriate decisions and strategies.?

— Gartner

GET MORE VALUE FROM YOUR TECHNOLOGY INVESTMENTS.

At BMC Software, we're committed to helping your IT organization manage the performance of your business.

Our solutions span the worlds of business service management as well as IT service management. You can map business operations (people, processes and workflow) to the underlying technology infrastructure (systems, databases, networks and applications). This enables you to make critical IT decisions based on meeting key business objectives, so you can improve business performance while reducing the cost and complexity of the IT infrastructure.

BMC Software empowers your company to fulfill the promise of your existing technology investments, and deliver greater value to every part of the enterprise.

Aligning with the best practice guidelines of the IT Infrastructure Library (ITIL), BMC Software solutions enable you to:

- > Manage the entire environment from both an IT and business perspective
- > Respond immediately to operational issues with high business priority
- > Optimize the components that have the most impact on the business
- > Evolve the environment to deliver better service at a lower cost

Only BMC Software offers a practical, phased approach to business service management. You can identify the critical business processes that you want to optimize. Then implement the technologies that best meet your needs.



extend



For more than 20 years, BMC Software has provided award-winning enterprise management solutions for the most complex IT environments. With the addition of Remedy® Service Management solutions to our portfolio, we now offer the most comprehensive, end-to-end management capabilities in the marketplace. We feature an incremental approach for implementing business service management solutions — and we integrate easily with solutions from other vendors as well as legacy investments. Plus, we have a clear roadmap for delivering more exciting business service management solutions in the future.



elevate

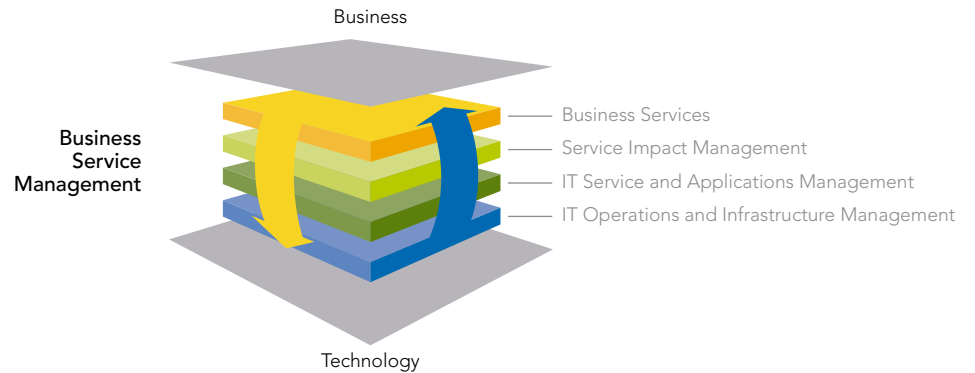
TAKE YOUR BUSINESS TO NEW HEIGHTS.

With BMC Software as your strategic partner, you can make a smooth transition to business service management. We understand that you need to go beyond deploying a new business “dashboard” view of IT. You need more than a simple monitoring console. BMC Software gives you a dynamic method for relating your diverse systems, databases, networks and applications to the goals of your business. We provide you with end-to-end management capabilities — from the underlying infrastructure to the enterprise helpdesk. And you can use any or all of our solutions, integrating them with other vendors’ products, as needed. The result is a foundation for supporting incredible growth.

Many of the existing tools can provide monitoring and management of different components. But as the infrastructure grows, these tools provide too much information, not enough of which is relevant. Users need a filter for the fire hose.³

— AMR Research





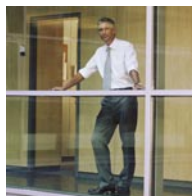
ALIGN IT OPERATIONS WITH KEY BUSINESS OBJECTIVES.

To achieve business service management, BMC Software recommends that you start by identifying critical business services. These services are essential for reaching your company's revenue goals, and they often span multiple applications, databases and networks. For example, a customer order management system may involve components of Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) and Supply Chain Management (SCM) applications.

BMC Software empowers you to manage your IT operations and infrastructure so that they support your critical business services. Our rich heritage in enterprise management, coupled with leadership in the latest technologies, such as Web services, gives you a unique advantage. Our tools enable you to manage and control the key components in your IT infrastructure, including systems, databases, applications, storage, security and networks.

With this new business service perspective of your infrastructure, you can begin to tie service-level agreements to business needs, rather than technology metrics. Our core service delivery offerings, combined with Remedy Service Management solutions, provide you with comprehensive solutions for ensuring the success of your IT service and application management goals. You can use a workflow-based approach to improve efficiency across your entire IT organization, delivering a higher quality of response than ever before.

In addition, BMC Software brings you a new Service Impact Management capability that enables you to define and automatically update critical relationships between your business and IT services, and detect changes in your dynamic IT environment. You can identify and automatically fix IT issues, without human intervention, before they impact the business. Thus, you can finally understand the true impact of technology changes on the business.



With a successful BSM deployment, the business should get a better understanding of how technology has actually created profit, how technology has driven the business forward and how technology can be leveraged into new opportunities.⁴

— META Group

FOLLOW IN THE STEPS OF A TRUSTED LEADER.

Business service management can deliver significant value to enterprises. Industry analysts and leading vendors agree on the compelling opportunity of managing the IT infrastructure from a business perspective. The IT staff can move beyond performance monitoring of systems and be proactive, rather than reactive. And business leaders can learn how to prioritize IT resources and understand both the real-time and long-term impact of all of their technology investments.

According to technology analysts, mapping business services to the IT infrastructure is not a trivial task. Companies must gather information from a variety of management tools, from a variety of vendors. They must leverage the technologies already in place, while understanding the impact of changes on the business.

META Group sees business service management “as an important, strategic direction for BMC Software, because it is where companies are heading today — they have to bring together all of the deployments they've had of other management capabilities and align them with their business goals.” BMC Software combines a leadership position in enterprise management, with a solid track record of delivering value to customers. That’s why BMC Software is a natural choice for business service management.





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PERFORM BEYOND ALL EXPECTATIONS.

BMC Software has more than a vision of business service management. We offer the following solutions to help you obtain real business value from your highly complex IT environment. Solutions that take advantage of emerging technologies, such as Web services. In fact, enterprises worldwide use our solutions to improve ROI and manage IT costs more successfully.

PATROL® and MAINVIEW®
for managing distributed and mainframe systems, applications and IT services

CONTROL-M®
for business integrated scheduling solutions that integrate batch processes running on diverse applications and platforms into a unified, manageable business process

SmartDBA™
for enterprise data management, including performance, administration and recovery, across mainframe and distributed database environments

Enterprise Applications Management
for managing your CRM, ERP and other enterprise applications

Enterprise Performance Assurance
for optimizing performance across the entire IT environment and predicting resource requirements as business needs change

Remedy Service Management
for asset, change and configuration, and helpdesk management

CONTROL-SA®
for end-to-end identity and resource provisioning of all enterprise security systems from a central location

Service Impact Management
for mapping business processes to the systems, networks and applications required to support them, automatically adapting to changes as they occur — providing integrated control of business and technology

Ready to see business service management in action?



The idea is to understand and manage from the perspective of the infrastructure's impact on the business process — rather than the assumption that a healthy infrastructure implies a healthy business process.

— Giga Information Group Inc.

Integration of Business and IT:
Managing the IT Infrastructure
from a Business Perspective,
August 2001



BMC Software is ready to help you reach beyond business as usual. Beyond managing technology from a purely IT perspective. We've been a leader in IT service management for years, with solutions that span from the mainframe to the laptop. We integrate with complementary as well as competitive products. We deliver rapid time-to-value. And we're focused on your business and IT success. From the sales force to the R&D and support organizations, everyone at BMC Software is committed to making you successful.

GET A CLOSER LOOK AT BUSINESS SERVICE MANAGEMENT.

Learn more about the compelling benefits of business service management. The enclosed CD-ROM explains how you can get more strategic value from your IT investments. View a multimedia

presentation, featuring BMC Software President and CEO Bob Beauchamp, as well as an in-depth interview with a leading META Group analyst. It will give you a new perspective on your business!



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Assuring Business Availability®

BMC Software, Inc. is a leading provider of enterprise management solutions. The company focuses on Assuring Business Availability® for its customers by helping them proactively improve service, reduce costs and increase value to their business. BMC Software solutions span enterprise systems, applications and databases. Founded in 1980, BMC Software has offices worldwide and is a member of the S&P 500.



To learn more about business service management solutions from BMC Software, visit us on the Web at www.bmc.com/bsm or call 1-800-841-2031.

¹ IDC, Paul Mason, VP Infrastructure Software, "Business Service Management Revisited: Has Its Time Come?" October 2002

² Gartner, Milind Govekar and Roy Schulte, "BAM Architecture: More Building Blocks Than You Think," April 2002 (AV-15-5070)

³ AMR Research, "Business Service Management: Managing an ECM Infrastructure," March 8, 2002

⁴ BMC Software interview with META Group analyst Cory Ferengul, January 2003