



# BMC Helix: The Future of Service Management

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## The BMC POV

We're entering a pivotal moment in the timeline of digital transformation.

There remains a divide between the digital haves and have-nots, and Forrester recently noted that 60% of CIOs and other executives that it surveyed said they were behind in their digital transformations. Nowhere is this fork-in-the-road moment more apparent than in how enterprise IT teams deliver and manage services, to employees and customers alike. Savvy firms recognize the value of integrating cognitive technologies like AI and automation into IT service management (ITSM). But many others are stuck with legacy ITSM and no clear path forward.

Forrester previously predicted that many firms would struggle with adopting new technologies like AI—and they were right. Now, says Forrester, companies have a clearer and more pragmatic sense of AI's capabilities and how to utilize them. For IT service management, those capabilities are already abundantly clear. If enterprises wish to remain competitive, they must make the transition from traditional ITSM to Cognitive Service Management, sooner rather than later.

### IT Service Management: Past and Present

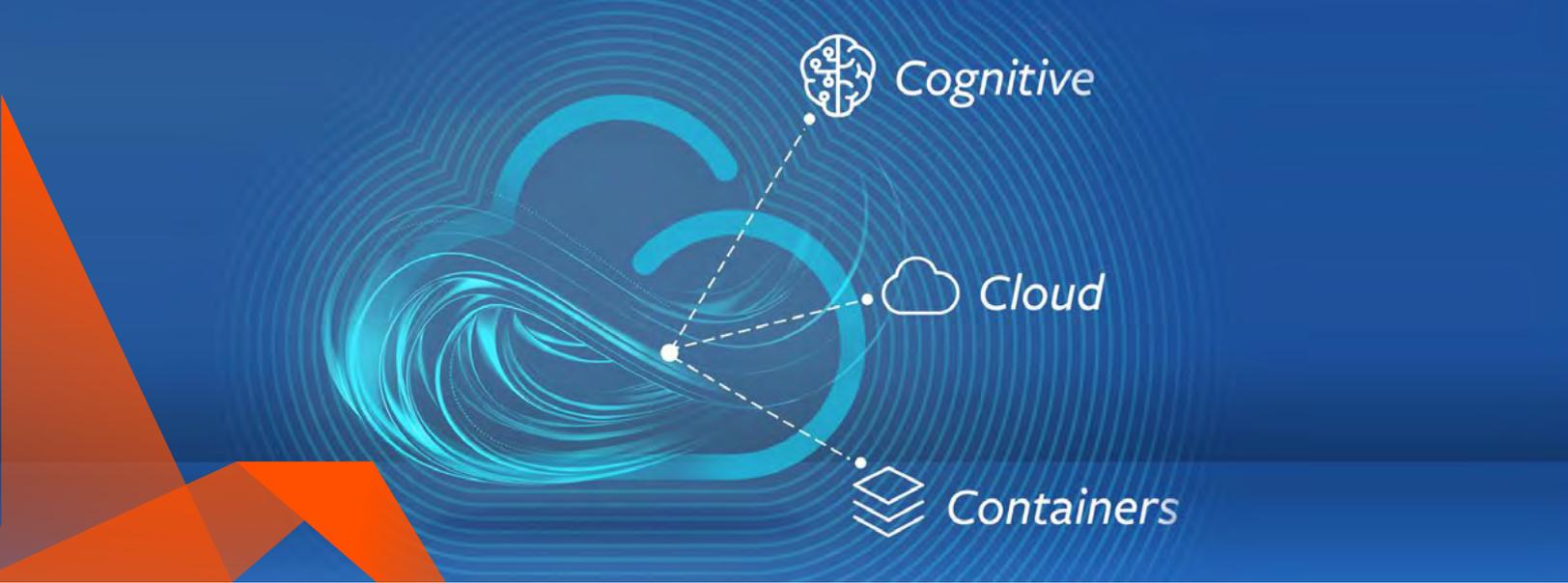
Traditional ITSM has long been heavily dependent on manual processes and tools that require significant human effort. These processes are resource-intensive, costly, inaccurate, and ultimately unable to keep up with the pace of digital businesses that are increasingly embracing multi-cloud, IoT, and other transformative technologies.

### The Future Is Cognitive Service Management

BMC's vision is for enterprises to embrace Cognitive Service Management—the engine that powers their transformation from the online enterprise of yesterday to the digital enterprise of today to the cognitive enterprise of tomorrow.

The benefits are tremendous. By pairing greater cognitive capabilities and automation with the scalability and flexibility of multi-cloud environments and the game-changing delivery model of containers, Cognitive Service Management enables everyone in the organization, from agents to developers to line-of-business users, to move at the speed of modern business. By embedding technologies like AI and machine learning into every step of the service delivery lifecycle, companies can increase productivity, accuracy, and speed while significantly reducing costs.

**BMC's vision is already a reality. The future of service management is here today, with the BMC suite of offerings.**



## The 3 “Cs” of Cognitive Service Management

For BMC, the transition from ITSM to Cognitive Service Management is powered by the three “Cs”: cloud, choice, and cognitive. As a dynamic SaaS solution, BMC Helix delivers on all three.

### 1. Cloud

The future of IT is not just in the cloud but in multiple clouds. Multi-cloud strategies are enabling the speed, agility, cost efficiencies, and other mission-critical service requirements of today’s digital businesses. Research firm IDC expects that more than 90% of enterprises will use multiple cloud services and multiple cloud platforms by 2020. The widespread adoption of SaaS is a key reason why; in fact, many companies go multi-cloud simply by implementing multiple SaaS tools.

This places new demands on service: Traditional ITSM can’t keep pace with the distributed, scalable nature of multi-cloud environments. From rising ticket volumes to new burdens on manual, human-intensive processes to blind spots in discovery, the multi-cloud era demands the more proactive, predictive approach of Cognitive Service Management.

### 2. Choice with Containers

Operating effectively in a multi-cloud environment requires choice of cloud as table-stakes. Containerization is a key enabler of the portability and scalability promises inherent in multi-cloud strategies. You need a CSM platform that is ready to support your cloud of choice via containers.

### 3. Cognitive

Many of the challenges that organizations encounter during their digital transformations stem from two related sources: legacy infrastructure and a lack of automation.

The former is driving the shift to multi-cloud. As for the latter, emergent cognitive technologies such as AI and machine learning are enabling IT teams to increase automation throughout every layer of service management to deliver intelligent omni-channel experiences that improve speed, accuracy, and cost optimization—all while enabling the best possible employee and customer experiences.

# BMC HELIX: COGNITIVE SERVICE MANAGEMENT

## 3 Cs FOR YOUR FUTURE-READY ENTERPRISE



### CLOUD

Everything-as-a-Service (ITSMaaS, DaaS, DWPaaS & BWaaS)



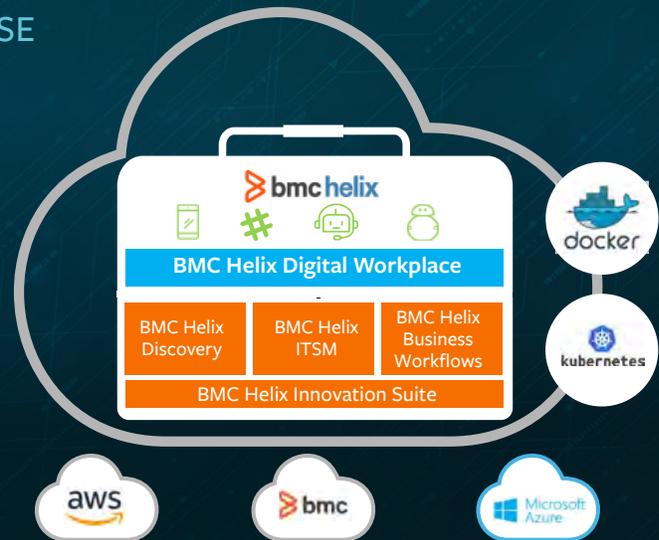
### CHOICE

Run your choice of multi-cloud (BMC, AWS, Azure)



### COGNITIVE

Transform from ITSM to CSM by embedding cognitive capabilities



POWERED BY: BMC Helix Innovation Suite Platform based on micro-services architecture & integrations through REST APIs

## Meet BMC Helix

### Key Capabilities of the BMC Helix Solution

*Powerful discovery capabilities and complete visibility of your environments facilitate a System of Record—you know where your data is at all times.*



### SYSTEM OF RECORD

“Know”

BMC Helix Discovery

#### BMC Helix Discovery

Uncover and provide visibility into all assets across multi-cloud environments. Visibility is absolutely crucial to multi-cloud success because of the distributed nature of these environments. With its ability to discover 40,000 software versions, 3,000 network devices, 25 storage brands, 1,000 relationship types, 100 middleware platforms, and 25 DevOps technologies, the BMC Helix Discovery solution ensures you have the 360-degree view necessary for effective service management in the multi-cloud era.

*Predictive service management tools across the Enterprise create a System of Action for rapid, effective service delivery.*



### SYSTEM OF ACTION

“Resolve”

BMC Helix ITSM

BMC Helix Business Workflows

#### BMC Helix ITSM

Gain a holistic view of your service management processes across all applications from a single pane of glass across multi-cloud environments. The BMC Helix ITSM solution is delivered as a SaaS solution, ready to run in your containerized multi-cloud or hybrid cloud environment, leveraging the robust capabilities and experience that have made BMC a leader in Gartner’s Magic Quadrant for ITSM tools for five years in a row. Centralized service management is likewise critical to ensuring the health and optimization of multi-cloud environments.

*“The key driver [for our investment in BMC Helix] is the customer service experience. Reducing errors or saving time is a side benefit.”*

*–Director of service management at an education-focused company*



## SYSTEM OF ENGAGEMENT

“Engage”

**BMC Helix Digital Workplace**



## SYSTEM OF INTELLIGENCE

“Embed”

**BMC Helix Innovative Suite**

### BMC Helix Business Workflows

Extend service management capabilities beyond IT to support lines of business. Reduce the manual effort required of resource-strapped IT teams by empowering the rest of the organization with robust self-service capabilities.

*Cognitive, omni-channel service interactions generate a System of Engagement for better user experiences and outcomes.*

### BMC Helix Digital Workplace

Deliver an intelligent, omni-channel user experience that offers choice of engagement across all devices and channels, including Web, mobile, SMS, chatbots, and more. Eliminate sprawl with a single, unified service catalog across departments.

*“BMC Helix Chatbot lets us deliver on a top priority at GWU: a compelling, modern interface that gives students service anytime, anywhere, on any device.”*

*–Donna Hill, Assistant Director, Service, Configuration, and Continuity Management, The George Washington University*

*Next-generation cognitive service management applications drive a System of Intelligence, ready for the challenges and opportunities of the digital age.*

### BMC Helix Innovation Suite

Enable developers and business users alike to create and customize cognitive, cloud-ready service management apps that leverage powerful AI and machine learning capabilities. These next-generation service management apps are based on microservices architecture and offer seamless integrations through REST APIs. Microservices go hand-in-hand with containers, while APIs ensure the various components of a given application interact properly.

## BMC Helix Business Outcomes

### Speed

Traditional ITSM solutions simply cannot keep up with the pace and scale of modern computing environments. Multi-cloud and hybrid cloud (multiple distributed environments), IoT (many more devices), and other digital transformation-enabling technologies place far greater demands on discovery, service management, and more.

The BMC Helix suite of offerings embeds the automation and cognitive capabilities necessary to move at the speed of today’s complex environments—and tomorrow’s, too. Meanwhile, the BMC Helix solution’s powerful cognitive capabilities, including

intelligent chatbots and predictive analytics, drive faster service delivery throughout the organization.

### **Cost Savings**

Containers and Cognitive Service Management can also significantly drive down your costs. Containers, especially in tandem with a container orchestration platform such as Kubernetes, can enable considerable operational flexibility and efficiency at scale, particularly in terms of ongoing updates and maintenance. As a SaaS solution, the BMC Helix suite of offerings is fully enabled for your containerized multi-cloud environment.

The BMC Helix solution's cognitive capabilities, meanwhile, can help reduce support costs. For example, intelligent chatbots or virtual agents can handle Lo/L1 tickets and redirect your human resources to higher-order issues, growing your overall support capabilities while reducing service costs. Gartner has previously predicted that IT service desks using machine learning, for example, will free up 30% support capacity in 2019.

Moreover, delivering everything as a service will reduce your infrastructure and operations costs over time.

### **Improved Accuracy & Satisfaction**

The BMC Helix suite of offerings embeds AI, machine learning, and automation throughout the service portfolio to increase the accuracy of updates and resolutions, leading to greater overall service and improved customer satisfaction. The powerful mix of cognitive technologies and automation empowers service desks to improve accuracy and satisfaction even as IoT, multi-cloud, and other trends are expected to increase ticket volumes in most enterprises over time.



## The BMC Advantage

BMC was recently recognized as a leader in Gartner's Magic Quadrant for ITSM tools for the fifth year in a row.

The BMC Helix suite of offerings includes the following solutions: the BMC Helix Discovery solution, which discovers assets across multi-cloud environments; the BMC Helix ITSM solution, delivering predictive ITSM with embedded cognitive capabilities; the BMC Helix Business Workflows solution, which extends service management to the lines of business—like HR, facilities, and procurement; and the BMC Helix Digital Workplace solution, which provides omni-channel experiences through the user's channel of choice.

By integrating the 3 “Cs” with industry-leading service management capabilities, the BMC Helix suite of offerings delivers Cognitive Service Management for the modern enterprise.



**Choice of Cloud:** The BMC Helix suite of offerings is ready to run in your cloud of choice via containers, making it an ideal fit for today's dynamic multi-cloud and hybrid cloud environments, and enabling the flexibility and scalability today's enterprises demand.



**Cognitive:** BMC's rich Cognitive Service Management features lead the industry, enabling intelligent, omni-channel interactions that transform the agent experience and unlock the power of AI, machine learning, and automation.



**World-Class User Experience:** The BMC Helix Digital Workplace solution has been recognized by Gartner Magic Quadrant for providing world-class omni-channel, intelligent, and personalized experiences for employees and agents across the enterprise.



**Discovery:** The BMC Helix Discovery solution delivers the industry's best and most comprehensive discovery features, ensuring you have comprehensive visibility and monitoring across all of your environments.

The BMC Helix Cognitive Service Management solution delivers speed, accuracy, and cost-savings.

**Learn more about the BMC Helix suite of offerings, and the future of service management, at [bmc.com/helix](https://bmc.com/helix).** ▶

**Try BMC Helix for yourself at [bmc.com/tryhelix](https://bmc.com/tryhelix).** ▶