

BMC Digital Enterprise Management

Optimize digital business to be fast and seamless



DIGITAL BUSINESS REQUIREMENTS

As customers, employees, partners, and IT embrace new digital services and applications, businesses must have the infrastructure in place to support them or risk becoming obsolete. Businesses are focused on **six key initiatives** to ensure competitive advantage in today's modern digital economy:

1. With more Millennials joining the workforce every day, attracting and retaining talent begins by delivering a **digital workplace**: an environment where employees have the freedom to work wherever they want, whenever they want, and to be more productive.
2. IT must ensure worker productivity by focusing on **service management excellence**, providing timely, intuitive, and self-service ways for employees to access the services they need.
3. Equipping developers with an **agile app development** environment is critical to quickly and continuously create new differentiated services for customers, employees, and partners.
4. Efficiently managing **multi-source cloud** technologies enable IT to offer users cost-effective alternatives of using private and/or public cloud-based IT infrastructures.
5. Being able to process and analyze **big data** can become a competitive advantage for businesses by leveraging the latest analytics tools to make data based decisions.
6. With hacker attacks increasing, IT **operations** teams must ensure the security of IT infrastructure by partnering with **security** teams to prioritize and remediate threats.

BMC SOLUTION

BMC Digital Enterprise Management enables continuous innovation and improvement by managing and optimizing technology, processes, and policy in real time. Digital Enterprise Management includes a structured approach to IT management that focuses on four key disciplines, Digital Service Management, Digital Enterprise Automation, Digital Service Assurance, and Digital Infrastructure Optimization. Each discipline is designed to address a set of specific demands placed on IT. Digital Enterprise Management comprises a shared solution foundation that spans analytics, orchestration, data management, and service level management.

Major Customer Initiatives



Digital Enterprises Thrive

Companies that are more digitally advanced perform significantly better financially than companies that are less digitally mature.¹

↑ **26%**

increase in productivity

↑ **12%**

increase in valuation

↑ **9%**

increase in revenue to asset ratio

¹Source: Capgemini and MIT, November 2012

THE CORE DISCIPLINES OF BMC DIGITAL ENTERPRISE MANAGEMENT

A digital enterprise is an organization that has a digital service first mindset for new services, and is actively working to convert and automate internal and customer-facing services. These services are fulfilled through agile applications, mandating fast development cycles, and continuous maintenance. New apps marry data, policy, and workflows in real-time, and are hosted on infrastructure more dynamic than ever before. Massive automation ensures that apps, infrastructure, and policy are all optimized to serve end users with unprecedented ease and efficiency.



Digital Service Management

BMC Digital Service Management is IT service management transformed for the digital era. Our suite of Digital Service Management solutions enables improved employee productivity, efficiency, and innovation with human-centric technologies that are mobile, self-service, and intuitive.



Digital Enterprise Automation

BMC Digital Enterprise Automation solutions enable the accelerated delivery of digital services at scale while improving quality, control, and compliance. Our comprehensive platform orchestrates and automates the full digital infrastructure.



Digital Infrastructure Optimization

BMC Digital Infrastructure Optimization solutions help IT build and maintain a leaner, more cost-effective digital infrastructure with dynamic capacity management for improved ROI and reduced business risk.

DIGITAL ENTERPRISE MANAGEMENT



Digital Service Assurance

BMC Digital Service Assurance solutions combine data collection and predictive analytics to give IT a comprehensive view of service quality and performance for reliable delivery of critical business services.



A Shared Foundation for Analytics, Orchestration, and Policy

BMC provides a common foundation for configuration data, automation, orchestration, analytics, and policy, enabling businesses to share a single, real-time view of their infrastructure across teams and processes. Businesses can automate complex tasks that span multiple systems and can uncover relationships and patterns between IT operations disciplines, helping drive continual improvement.

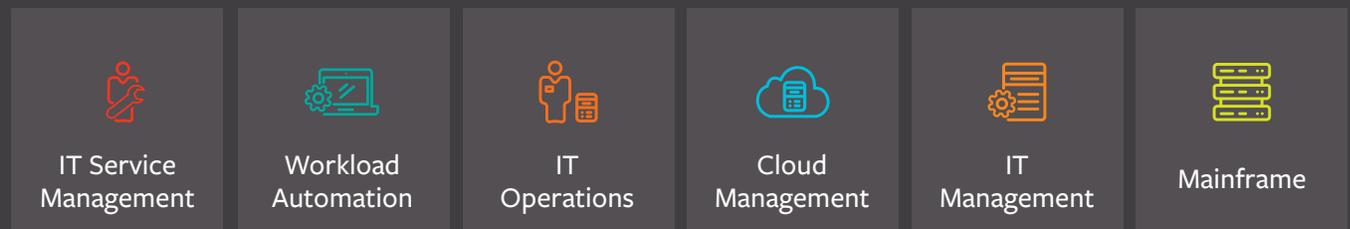


START THE DIGITAL TRANSFORMATION TODAY

To find out more about how organizations are working with BMC to build an effective approach to Digital Enterprise Management, please visit bmc.com/DEM

KEY DIGITAL ENTERPRISE MANAGEMENT SOLUTION AREAS

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BMC is a global leader in innovative software solutions that enable businesses to transform into digital enterprises for the ultimate competitive advantage. Our Digital Enterprise Management solutions are designed to make digital business fast, seamless, and optimized from mainframe to mobile to cloud and beyond.

BMC – Bring IT to Life

BMC digital IT transforms 82% of the Fortune 500®.



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