

Service Management Transformation @BMC

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Sr. Director, IS&T
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Blaine Bryant
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Career Highlights

- 25+ Years IT Operations Leadership
- IT Service Governance
- Enterprise Portfolio Management
- Workforce Optimization
- IT Operations Excellence
- Cloud Governance & Spend Optimization

Industries

- Software & Internet Services
- Financial Services
- Chemicals Manufacturing
- Consulting Services

Education

- CIO Institute—University of Texas
- Graduate Leadership Program—Rice University
- MBA—University of Phoenix
- BBA, MIS—Texas A&M University

Certifications

- SAFe 5 Agilist
- ITIL® v4 Strategic Leader
- ITIL® v4 Managing Professional
- ITIL® v3 Expert
- ITSM for DevOps
- XLA Champion
- AWS Certified Cloud Practitioner
- Project Management Professional (PMP)
- Agile Project Manager
- Value Stream Mapping
- TOGAF 9 Certification
- Lean Six Sigma Yellow Belt
- Certified Information Systems Security Professional (CISSP)
- Microsoft Certified Systems Engineer (MCSE)

BMC:

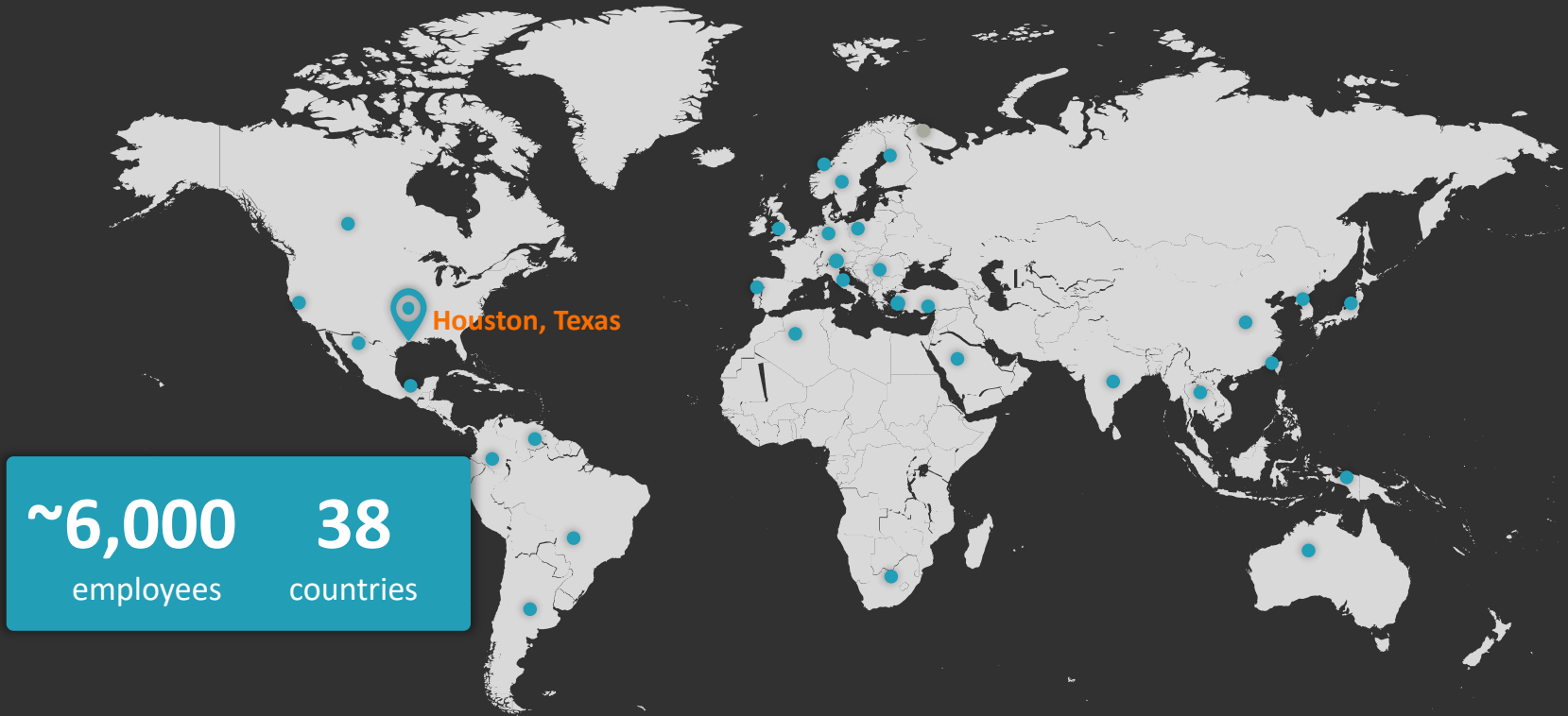
Founded 1980

Reinvented Daily

- IT service management
- Data center automation
- Performance management
- Virtualization lifecycle management
- Cloud computing management
- Self-managing mainframes driven by AI and ML
- DevOps for mainframe



BMC Software **Around the World**



BMC by the Numbers



~6,000

employees in nearly 40 countries
around the world



550+

patents granted
or pending



550+

partners servicing mid-sized
companies to Fortune
500 enterprises



40+

years of enterprise
IT leadership



84%

of the Forbes Global 100
run and reinvent with BMC



10,000+

customers worldwide



~\$2B

in revenue



~\$10B

investment in innovation
since inception

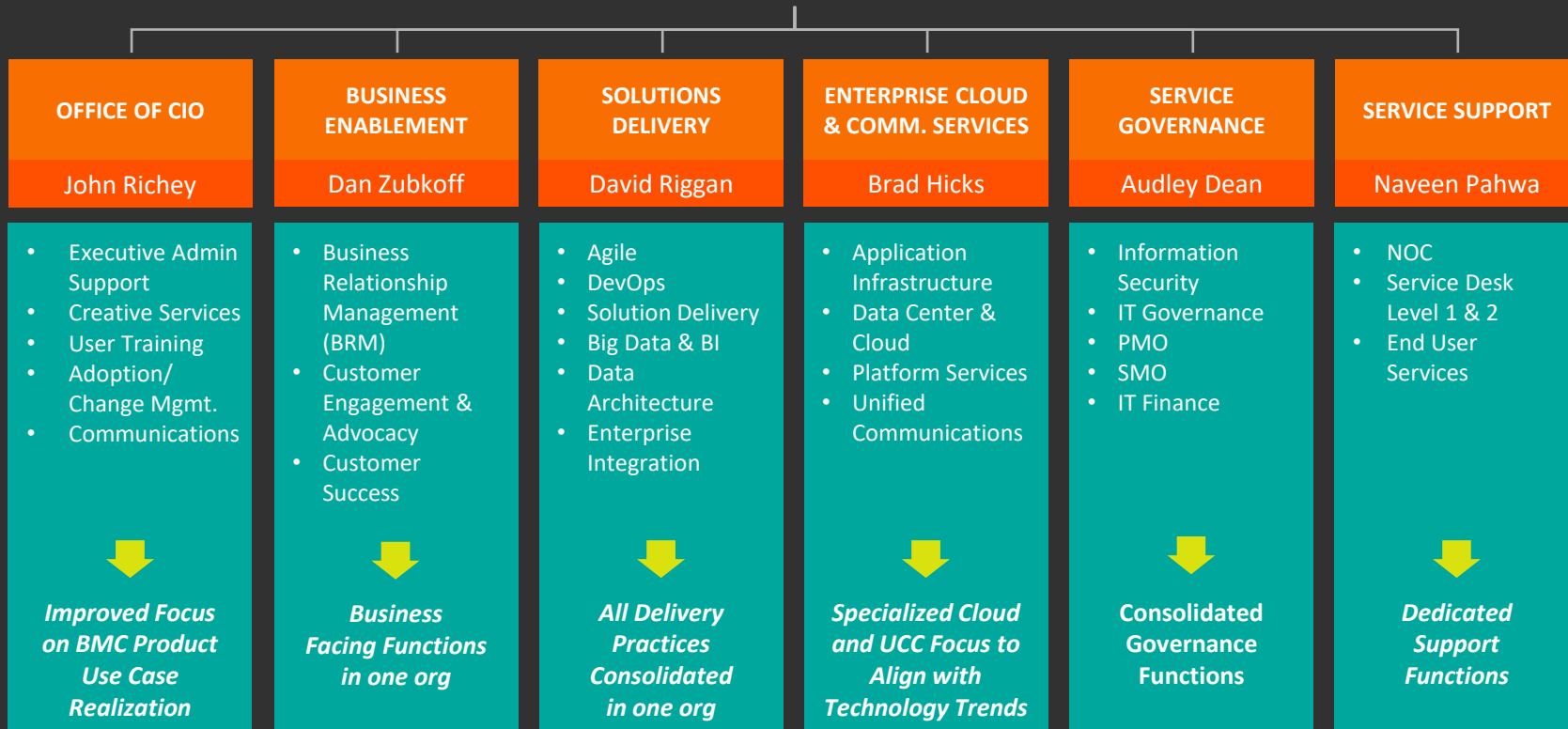
Hallmarks of Our Service Management Journey

- 1 Organizing for Digital Service Management
- 2 Service Management Excellence
- 3 Workload Optimization
- 4 Delivering Business Outcomes
- 5 Results of Digital Service Management



The Team

CIO
Scott Crowder



Becoming an **Autonomous Digital Enterprise**



Differentiate business **data** to deliver a powerful, personalized customer experience.



Deploy both **observability** and **actionability** with hyper-automation.



Extend development processes organization-wide for greater **speed**, **flexibility**, and a **frictionless** environment.



Leverage organizational and business **data sources** as the enablers of **predictive insights** from AI and machine learning.



Sense, detect, and **remediate threats** automatically, with a future vision of DevSecOps.

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What is a **Service Management Office (SMO)**?

*"The Service Management Office provides a **business-centric view** of BMC's IT services delivery, automation, and value realization.*

We are committed to co-creating value with our customers with an accent on best practices, performance measurement, and continuous improvement of IT services management processes."



Service Management Imperatives

From  To



Enterprise Portfolio Management

- IT Advisory Committee
- Project Intake Process
- Managing Portfolio Value
- Resource, Schedule, Budget
- Risk Management

Service Excellence

- Service Culture
- Competence Management
- Personalized Service

Process Excellence

- Process Maturity
- Data Driven Decisions
- Automation

Continual Service Improvement

- Measurement
- Identification & Prioritization
- Improvement Reporting

Service Management Excellence

Proactive Service Management

- Predictive Analytics
- Reduction of Recurring Incidents
- Problem Management

Business Relationship Management

- Feedback Management
- Requirements Management
- Customer Experience

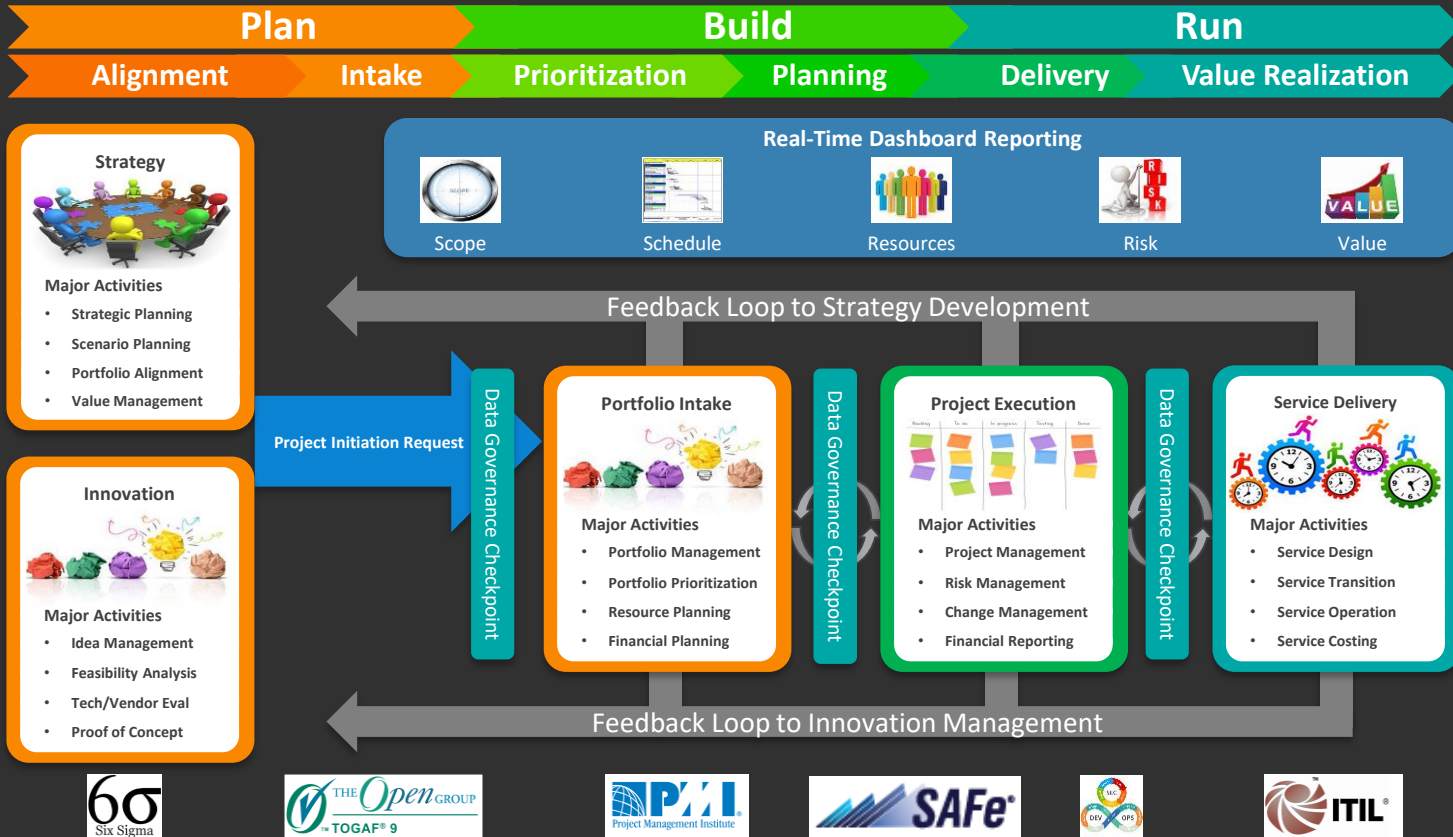
Social and Community-based Service Management

- Social Media Service Channels
- Knowledge and Information Management

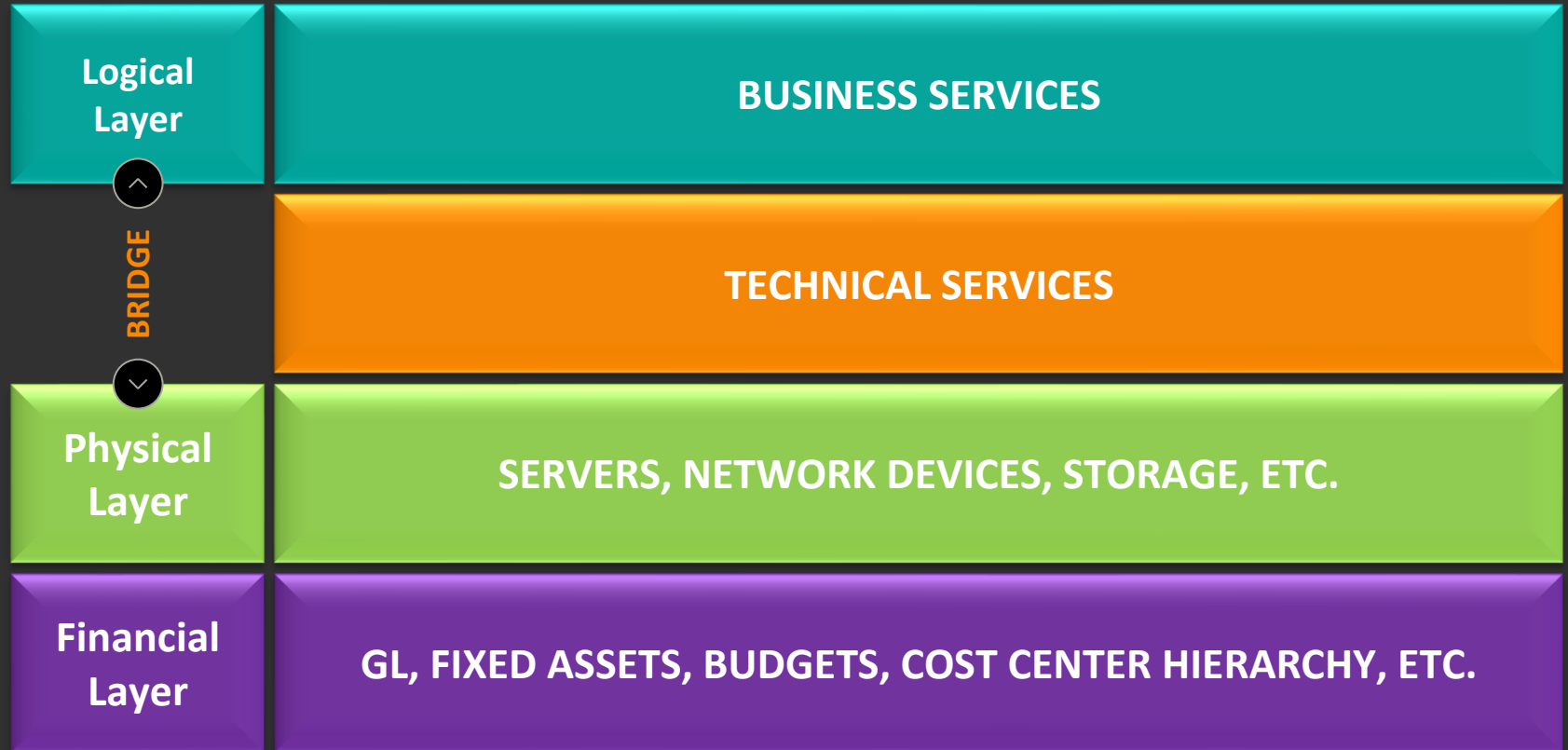
Change Management

- Agile Change Model
- Support DevOps & CI/CD
- Release and Deployment Management

Service Management @ BMC



Service Modeling



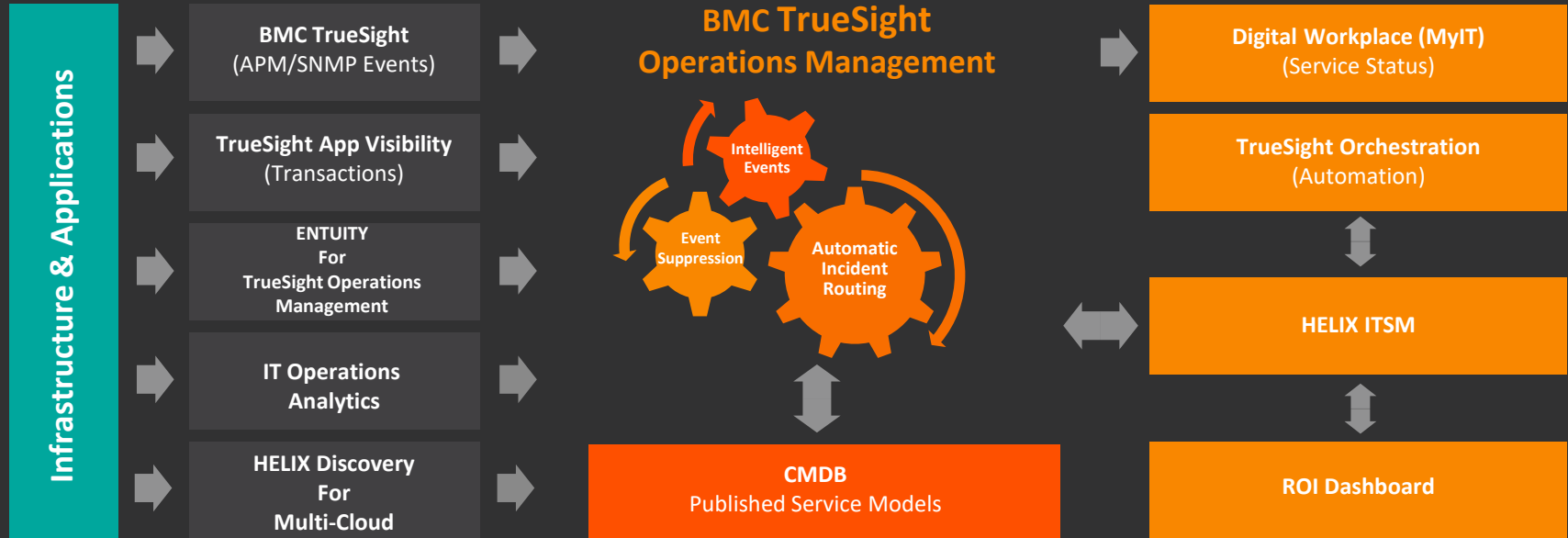
Define Business Services

STRATEGY	MARKET		SELL		SERVICE		DEVELOP		SUPPORT		EXECUTE	
STRATEGY MANAGEMENT	MARKETING MANAGEMENT		SALES MANAGEMENT		SOLUTIONS MANAGEMENT		GLOBAL SERVICES MANAGEMENT		CUSTOMER VALUE REALIZATION		SECURITY MGMT	
Business Strategy & Corporate Development	Solutions Marketing		Pre-Sales Engagement		Product Management		Consulting Services Delivery		Customer Value Realization		Security & Business Continuity	
Mergers & Acquisitions	Demand Generation		Partner Management		Product Development		Education Services Delivery		CUSTOMER SUPPORT MANAGEMENT		SaaS Security	
Technology Strategy (CTO)	Marketing Infrastructure		Sales		Customer Zero		Customer Success Programs					
Data Governance (DGO)	Web Marketing		Inside Sales		Product Support							
Strategy & Planning (BU)	Creative Services		Customer Advocacy		Cloud Services				Support Delivery			
	Digital Marketing		Support Sales Management		R&D Labs Management							
	Strategic Initiatives		Commissions		Product Strategy							
	Corporate Communications											
	Corporate Marketing											
	Customer Experience Prog											
OPERATIONS MANAGEMENT	Go-To-Market		Sales Operations		Product Line Operations		Customer Success & Customer Value Realization					
	Marketing Operations		Sales Enablement									
					SaaS Support		Customer Support Operations					
	Transformation Office											
	Analytics & Automation											
	Revenue Office											
ORDER MANAGEMENT	Collections	Accounts Receivable	Product Operations	Order Services	Passwords Mgmt	Order Fulfillment	Sales Contract Mgmt	Customer Data Quality	Licenses Compliance	Product Security		
FINANCIAL MANAGEMENT	Financial Planning & Analysis	Accounting	Tax Mgmt	Financial Information Mgmt	Treasury	Revenue Accounting	Billable Expenses	Accounts Payable	Fixed Assets			
GLOBAL PROCUREMENT MANAGEMENT	Strategic Sourcing		Contingent Worker Management		Supplier Management		Contract Management		Procurement Operations		Corporate Information Security	
LEGAL MANAGEMENT	Intellectual Property	Litigation	Contract & Transaction Law		Privacy Law	Corporate Law Mgmt	Audits & Controls	Enterprise Risk	Compliance & Ethics			
HUMAN RESOURCES MANAGEMENT	Recruiting & Onboarding	Talent Mgmt	Rewards	Employee Relationships	HR Operations & Information Services		CORPORATE SERVICES MGMT	Global Corporate Services	Real Estate Mgmt			
IT MANAGEMENT	Business Enablement	IT Service Governance		Support Services	Solutions Delivery	Enterprise Cloud & Communications Mgmt			Office of the CIO			
Strategy	Front Office	Solutions, R&D	Customer Services	Operations	Back Office	IS&T	Organization Business Capability Business Function					

Map Technical Services

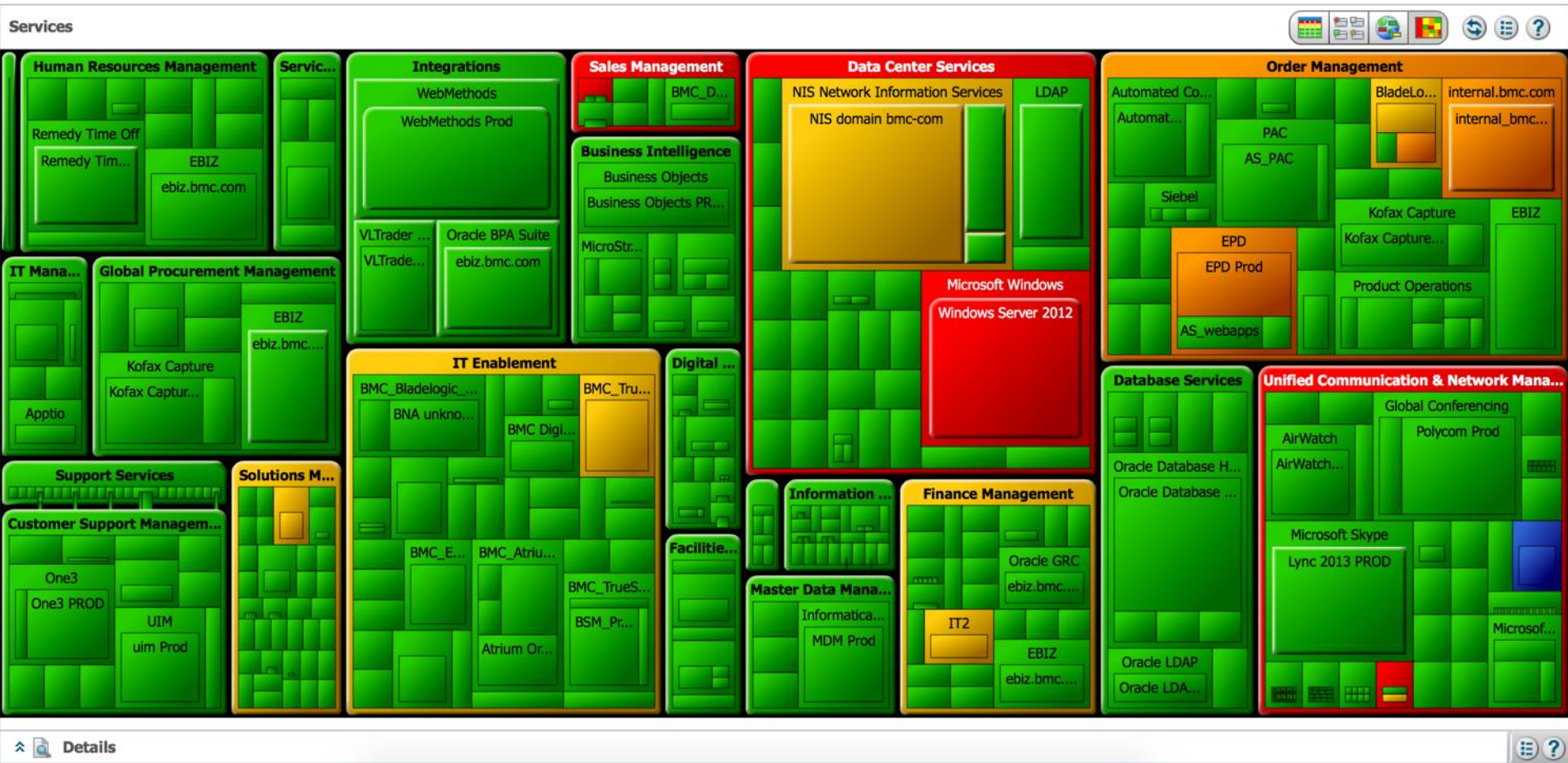
STRATEGY MANAGEMENT	MARKETING MANAGEMENT		SALES MANAGEMENT		SOLUTIONS MANAGEMENT		GLOBAL SERVICES MANAGEMENT	CUSTOMER VALUE REALIZATION				
	Salesforce.com BMC Communities	Eloqua	TechValidate	Sales Cloud	Account Research	Jira	Github	Open Air	Service Cloud	Mural		
		Jive	RO Innovation	Full Circle	Apttus	Rancher	AppScan	Microstrategy	Gainsight	Camtasia		
		Seismic	Bunchball	Apttus	SendBloom	Milkbone	Figma	Cornerstone OnDemand	CUSTOMER SUPPORT MANAGEMENT			
		Zuant	Event2Mobile	Gainsight	Executive Briefing	Perforce	Amazon Web	Articulate				
		Full Circle	Adobe EM	Einstein	PRM	Multi-Cloud	Discovery	Captivate				
		Sprinklr	Igloo	SFDC Chatter	Dealmaker	Confluence	Helix Cloud Cost	Salesforce.com				
LeanData	Formstack	Partner Relationship	Plan 2 Win	Bitbucket	Service Cloud	Apttus	Service Cloud	Qualtrics				
Influitive	SmartSheets	VEB	Gong	CVS	Demo DMZ	Readytech - IAASBMC	Managed FTP	xMatters				
DemoChimp	SendInBlue	BMC Demo Cloud		CSS	TSCO	BrainShark	Walker Survey	Skype for Business				
ORDER MANAGEMENT												
		ACR	Oracle OE+	Electronic Product	NVR - Force.com	Product Master	Oracle GL	CLEM				
		SaaS Activation	CPQ - Apttus	Distribution (EPD)	Sharepoint	EPD	Informatica	CreditSafe				
FINANCIAL MANAGEMENT												
		Oracle EBIZ	MicroStrategy	IT2	Bloomberg	SFDC - Financial	Vertex	SnapLogic				
		OneStream	Royalties DB	360T	Blackline	Services	Tax Stream	Tableau				
GLOBAL PROCUREMENT MANAGEMENT												
		Oracle Payables	FieldGlass	Oracle Vendor Mgmt	Oracle Time/Labor	CORPORATE SERVICES MANAGEMENT	C-Cure 9000	Preparis	IDCube			
		Oracle Purchasing	iProcurement	Concur	OB10		iOffice	C-Cure 800	360 Facility			
LEGAL MANAGEMENT												
		TeamMate	OneTrust	iLearn/CSOD	Sharepoint	Oracle GRC	Bankers Box	Mark Monitor	SOX Request Form			
HUMAN RESOURCES MANAGEMENT												
		Oracle HR	Figgo	Business Workflows	Guardian	New Hire Tool	Fidelity	iLearn				
		ADP	Equifax	Payscale	Avature	Alight	Career Management	FieldGlass				
APPLICATION SERVICES												
IT MANAGEMENT	Business Enablement		Enterprise App. Integ.		Database Services		Business Intelligence		Master Data Mgmt		IT Management	
	Sharepoint	Igloo	WebMethods	VL Trader	Netezza	SQL Server	MSTR	Tableau	Informatica	Planview	SFDC	Helix DWP
	MS Teams	Jira	Informatica		Oracle	Imperva	CDW/EDW	Qlikview	Dataflux	Jira	SmartSheet	ITSM
INFRASTRUCTURE SERVICES												
		Information Security		Service Management			Unified Communications		Datacenter Infrastructure		Support Services	
		TeamMate	Veronis	BRLM	BMC Helix	BSA	MS Office 365	Skype for Business	Citrix	Airwatch (MoDM)		
		McAfee	Imperva	BPRM	Multicloud	BAO	Outlook	Zoom Web Conf.	Storage Hosting	BMC Client Manager		
		Foundstone	Okta	BNA	CMDB		Teams	Webex	Backup/Recovery	Desktop HW/SW		
		AppScan	Netskope	BMC Remedy	ITSM		OneDrive	Proofpoint	LDAP			
Organization Business Capability Business Function												
Strategy	Front Office	Solutions, R&D	Customer Services	Operations	Back Office	IS&T						

Global Command Center – Powered By BMC Software



BMC products allow global command center to be managed with 3 resources per shift

BMC Services Heat Map



Service Impact Model View

Event Collectors > Services > Unified Communication & Network Management > WAN > WAN Verizon

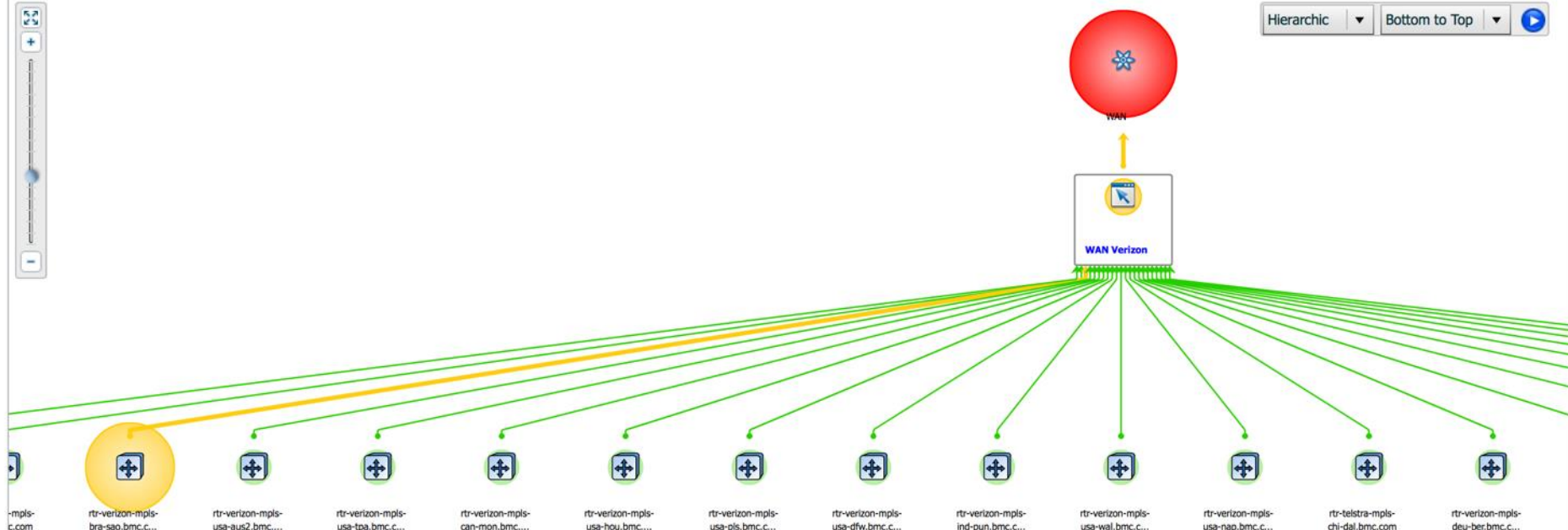
WAN Verizon

No Filter

☒ Impact

Hierarchic

Bottom to Top



Details - rtr-verizon-mpls-bra-sao.bmc.com

Event Collectors > Services > Unified Communication & Network Management > WAN

[illegible]

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Driving Efficiency **Through**

Change the Work

Shift from firefighting to proactive planning / execution

Move the Work

Move work down the stack and match the work to the right skill set

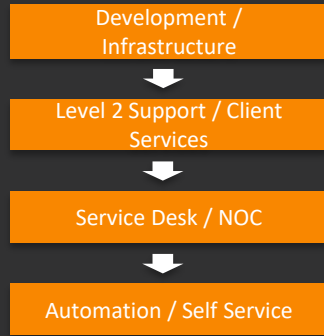
Eliminate the Work

Automate or retire work altogether

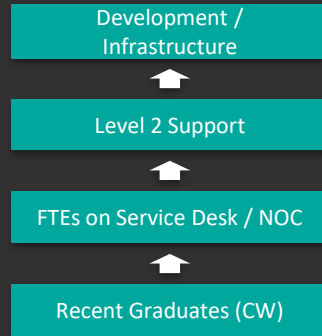
Simplify, Standardize, Automate enables **Agility**

Workload Optimization - The Golden Rule

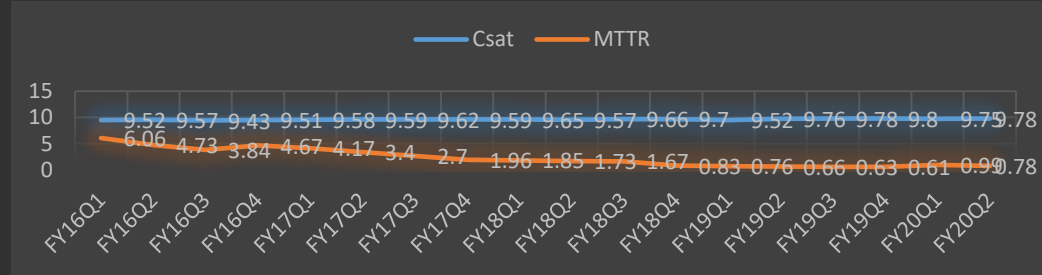
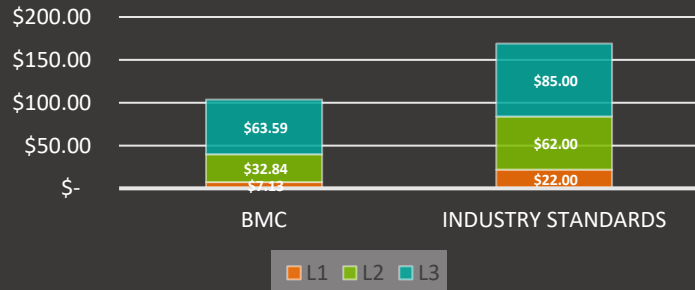
Moving work down



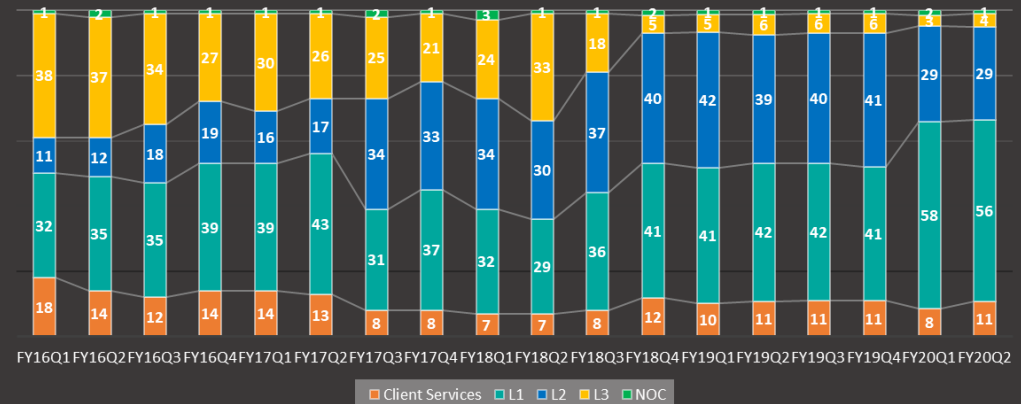
Moving people up



Cost per UGE Ticket



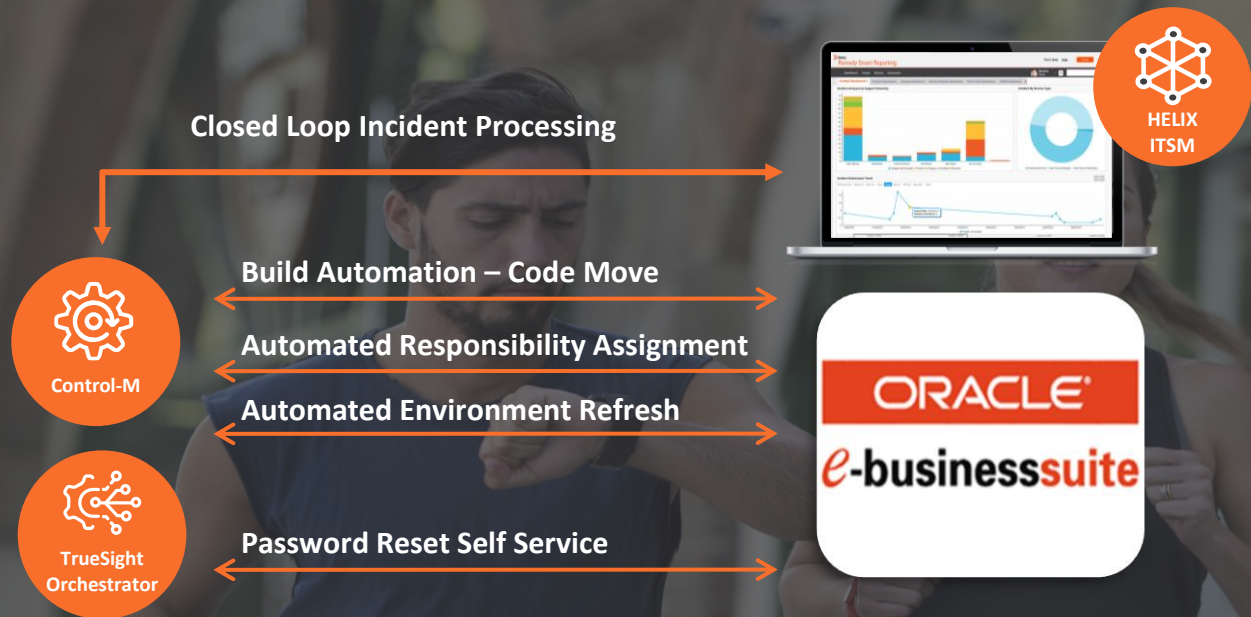
Incidents (%)



Automation = \$ in the Bank



BMC IT Accelerating Application Releases



- **79% (30K) repetitive tickets automated**
- **Eliminated 7,500 hours of admin work**
- **3 FTE cost avoidance**

Last 20 Days Statistics

✓ Build Automation	387
✓ Environment Refresh	42
✓ Responsibility Assignments	64
✓ Password Change	85

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Unified Communications

Work Anytime, Anywhere



Enterprise Voice & Unified Messaging

Integrated Contact Center Solution

Application Control & Desktop Sharing

Video Conferencing & Digital Signage

Instant Messaging & Third-Party Federation

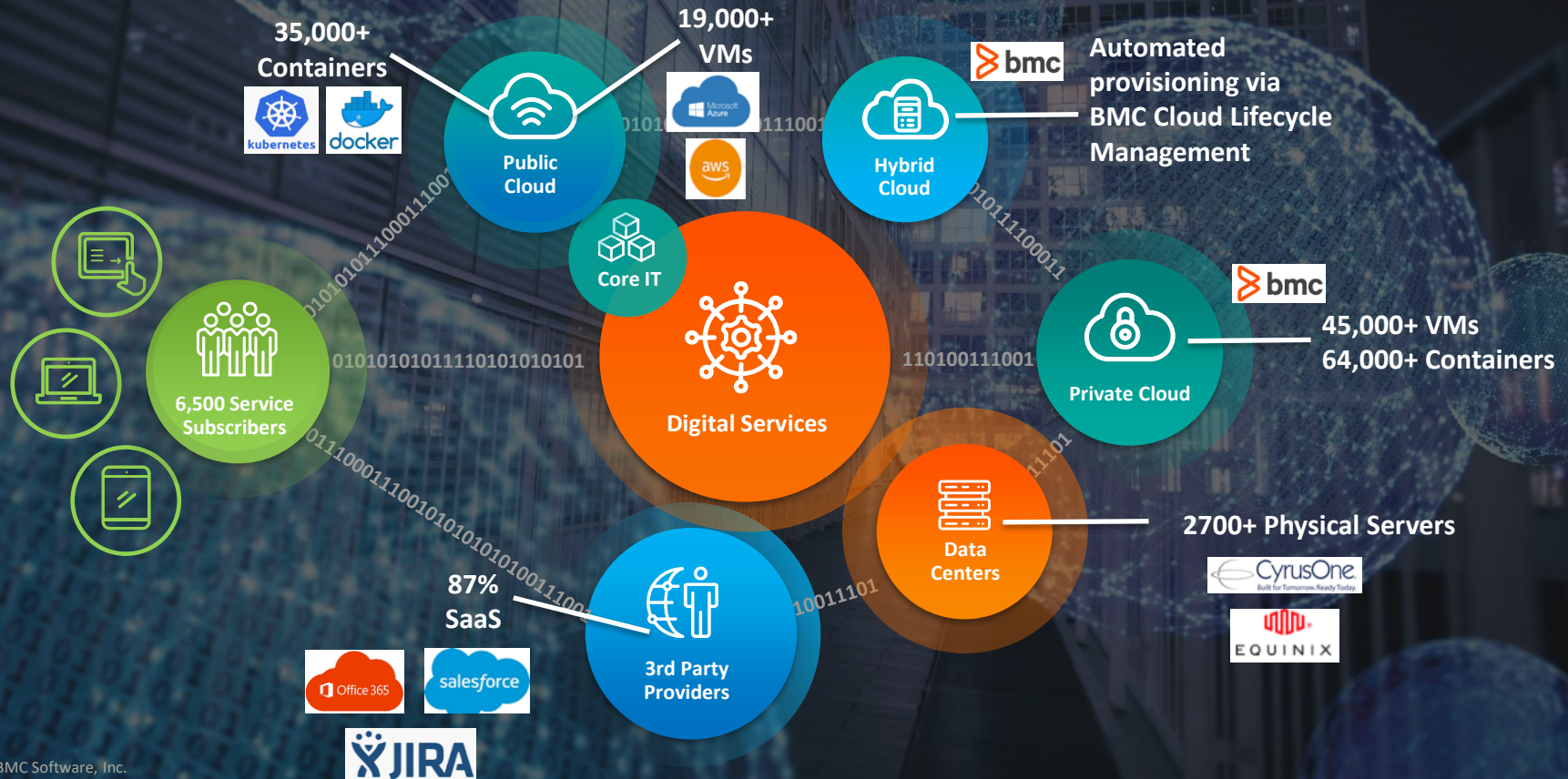
“One Experience Across All Devices”

Data Center Consolidation



Multi-Cloud Reality

BMC IS&T is living multi-cloud for our customers and for ourselves. We want to go where the industry evolves.



SaaS First Strategy – 87% App Portfolio



Cloud - SaaS



Cloud - Hybrid



On Premise

Multiple Catastrophic Events

Zero Business Interruption



Hurricane Harvey 2017



Houston Water Damage 2018



Mexico City Earthquake 2018



Pune Flood 2021



Pune Riots 2018



COVID-19 Pandemic

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Measuring Success: Service Value

Joe Customer
713-918-8800

Business Services

What Is This Service?

Order Services covers most aspects of the Quote to Cash process including but not limited to the following:

- Provides the visibility for Executive Management to track the revenue being generated from Orders.
- Offers a unique pricing structure for the Sales Reps to work with remotely.
- Tools that allows for highly complex orders to be entered efficiently.
- Allows BMC to recognize revenue on a timely and accurate basis.
- Provides for a Special Bids Automated approval system
- Customized Collections module

What Is Included?

- | | |
|------------------------------|------------------------|
| ▪ AR Cash Management | ▪ Pricing |
| ▪ Billing | ▪ Month/Qtr End Close |
| ▪ Collections | ▪ Revenue Recognition |
| ▪ Contract Agreement | ▪ Revenue Summary |
| ▪ Order Management | ▪ Sales Commissions |
| ▪ Financed Receivables | ▪ Sales Quotes |
| ▪ License Key Management | ▪ Support Contracts |
| ▪ License Product Management | ▪ Support Quote |
| ▪ Official Orders | ▪ Support Renewals |
| | ▪ Revenue applications |

What Should You Expect?

Incident SLA	See Standard Incident Management Response/Resolve SLA
Service Continuity	Tier 1 See Appendix B

Users

Corporate – Order
Management
(Services)

Cost Breakdown



Cost

\$1,514,309

IT Cost Transparency application

- Functional view of IT costs

Key Cost Drivers

- Oracle maintenance and license fees
- Production Support of a customized application

Planned Enhancements

- | | |
|--|----------------------------|
| ▪ Pricing updates | ▪ Licensing updates |
| ▪ Revenue Accounting Recast and Subscription updates | ▪ Opportunity ID updates |
| ▪ Support Quote expiration updates | ▪ Add Credit Limits in OE+ |

SLA Performance

Availability last 90 days	Incident Compliance		# of Outages last 90 days
98.6%	Critical 96.4%	High 97.8%	3

(Simulated Data)

Measuring Success:

Service Levels

- 82% Reduction in Emergency Changes
- 84% Reduction in Aging Incidents
- 54% Reduction in MTTR
- 94% Reduction in Average Answer Speed
- 38% Increase in Service Desk Resolved %
- 98% Incident Resolution SLA
- 0% Unplanned Outages from Approved Changes
- 0% Unauthorized Changes
- 96% Capacity Management Coverage
- 94% of all CIs Automatically Updated in CMDB
- 3-9s Critical Service Availability



BMC IT Awards & Recognition

2016 - 2021

AWARDS

- CIO 100 – Winner 2021
- National CIO of Year Award – 2019 Orbie
- IT Technology Team of Year Award – American Business Awards
- IT Team of Year - Women in Silicon Valley
- The Data Warehouse Institute “Emerging Technologies and Methods” award for Data Democratization Strategy
- Salesforce Lightning Bright Ideas Award
- Salesforce Data Driven Business Leaders Award
- Five-Time BMC Operational Innovation Award

RECOGNITION

- DevOps Enterprise Summit 2021 : Presentation on Digital Transformation in IT
- Data Architecture Summit 2021 Presenter
- Citizen Development : Invited to present @ multiple Salesforce Conferences / interviewed for podcast
- Co-Chair Houston Agile Group



Continuing to Pursue Our Service Management Journey

- 1 Focus on the organization – *put people first, always*
- 2 Accelerate value delivery – *accent on agility and innovation*
- 3 Give people meaningful work – *automate the rest*
- 4 Communicate the value story – *always have business value in sharp focus*
- 5 Optimize license and subscription positions – *manage risks and never be surprised*

Questions?





About BMC

BMC helps customers run and reinvent their businesses with open, scalable, and modular solutions to complex IT problems. Bringing both unmatched experience in optimization and limitless passion for innovation to technologies from mainframe to mobile to cloud and beyond, BMC helps more than 10,000 customers worldwide reinvent, grow, and build for the future success of their enterprises, including 92 of the Forbes Global 100.

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