



# The Future of Service Management

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## The BMC POV

The business world is entering an age of the digital “haves” and the digital “have-nots.”

In fact, research firm Forrester anticipates a growing “digital crisis” in its 2018 predictions, noting that 60% of CIOs and other executives it surveyed say they’re behind in their digital transformations. Meanwhile, Forrester expects one in five CEOs will fail to act on digital initiatives and put their firms in serious jeopardy as a result.

Savvy organizations are embracing cloud, the Internet of Things (IoT), artificial intelligence (AI), and other transformative technologies to solve meaningful business problems and achieve their strategic priorities. Everyone else is getting left behind.

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.

### IT Service Management: past and present

Traditional ITSM has long been heavily dependent on manual processes and tools that require significant human effort. This is resource-intensive, costly, inaccurate, and ultimately unable to keep up with the pace of digital business.

*“Cognitive service management is very much needed as our service desk is currently overwhelmed with incident classification duties that are backlogging ticket response times.”*

-Advisory Business Application Specialist, insurance industry

### The future of Service Management

BMC’s vision of the future is Cognitive Service Management, which embeds emerging technologies like AI and machine learning into every step of the service delivery lifecycle to increase productivity, accuracy, speed, while significantly reducing costs. Paired 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.

**The future of service management is here: Meet BMC Helix.**



*“The most important aspect in moving to the cloud was the strength that BMC offered to ensure that we were operating with the best ITSM tool.”*

- Alfred Lawlor, EUC Practice Lead, Long View Systems



**90% of enterprises will use multiple cloud services and multiple cloud platforms by 2020**

## The 3 “Cs” and the Future of Service Management

Our approach to the Future of Service Management is fueled by the 3 “Cs”: Cloud, Containers, and Cognitive. By efficiently delivering everything-as-a-service, BMC addresses the reality facing businesses today.

- IT is evolving from cloud to multi-cloud.
- Organizations are embracing containers to ensure they have choice of cloud.
- Legacy ITSM is shifting to Cognitive Service Management.

Enter BMC Helix, our comprehensive Cognitive Service Management cloud offering. You can run it in any cloud you choose, with robust cognitive capabilities such as intelligent chatbots and predictive capabilities.

These three “Cs” are the pillars of enterprise service delivery and management in the age of digital disruption and transformation.

### 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.

In fact, research firm IDC expects that more than 90% of enterprises will use multiple cloud services and multiple cloud platforms by 2020.

That said, multi-cloud environments present considerable challenges for CIOs that need to be addressed – especially around discovery, visibility, monitoring, and security. Consider it the opportunity cost of the significant potential benefits of a multi-cloud strategy: diving in head-first without the proper processes and tools is going to cause a lot of unnecessary challenges. The distributed, diverse nature of multi-cloud – meaning, multiple cloud services spread across multiple cloud vendors – comes with a certain amount of complexity.



“Being able to move our infrastructure to containers on an as needed basis without having to recode the software to work with containers could have serious benefits to our organization.”

- Senior Software Engineer,  
manufacturing industry



93% of millennials cited modern and up-to-date technology as one of the most important aspects of a workplace.

The right tools for managing, securing, and optimizing your multi-cloud investments are key, but may be overlooked as multi-cloud becomes the new normal. According to IDC, of those 90% of firms that will be running multiple cloud services across multiple cloud platforms, more than one-third of them will have “established mechanisms to operate their multi-cloud environments.” That’s a sizable gap between multi-cloud adoption and effective multi-cloud operations.

## 2. Containers:

Legacy, monolithic software development is rooted in an era when organizations could assume homogeneous computing environments and similarly plain-vanilla endpoints. Today, CIOs are tasked with delivering and operating services across multiple environments and a vast array of endpoints or devices, including the nearly limitless potential portfolio of IoT or edge devices.

Containers have rapidly become one of the driving forces in modern software development and operations. In short, a container is a way of packaging the components of an application – its code and all of the dependencies and configurations it needs to run – while decoupling that application from any of the computing environments in which it might run.

This makes containers an ideal way of packaging and deploying services in a multi-cloud and hybrid-cloud world. Containers enable you to run your applications in any environment, including any cloud, enabling faster and more frequent delivery, greater agility and flexibility with your workloads, and more.

## 3. Cognitive:

Traditional ITSM is no longer suited for the digital age. It’s too manual, resource-intensive, and often inaccurate, and puts organizations at risk of disruption. In the next ten years, 75% of the workforce will be millennials. These younger employees are increasingly proficient in all the technological tools at their disposal, and they demand greater freedom in managing how, where, and when they work.

Savvy business leaders are transitioning to Cognitive Service Management, which embraces the power of A.I., machine learning, and automation to deliver intelligent omnichannel experiences throughout the service portfolio, improving accuracy and customer experiences in the process.



## SYSTEM OF RECORD

"Know"

**BMC Helix Discovery**

# BMC Helix

## Key Capabilities of BMC Helix

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

**BMC Helix Discovery:** Discover 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. BMC Helix ensures you have the 360-degree view necessary for effective service management in the multi-cloud era.



## SYSTEM OF ACTION

"Resolve"

**BMC Helix Remedy  
BMC Helix Business Workflows**

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

**BMC Helix Remedy:** Predictive service management across all applications holistically from a single pane of glass across multi-cloud environments. Centralized management is likewise critical to ensuring the health and optimization of multi-cloud environments.

*"Moving to Remedy-as-a-Service was a financially viable option and allowed for a quick rollout. It has helped transform the service desk and moving towards the digital workplace transformation will further enhance our employee experience."  
- Parag Ghanekar, Business Support Systems Analyst, Avanti Communications*

**BMC Helix Business Workflows:** Extend service management capabilities beyond IT to support the 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.



## SYSTEM OF ENGAGEMENT

"Engage"

**BMC Helix Digital Workplace**

*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 across all devices and channels, including Web, mobile, SMS, chatbots, and more.

*"Cognitive chatbots are the wave of the future and could modernize our service desk. Our agents would have more time for other initiatives."  
- Lead Analyst, insurance industry*



## SYSTEM OF INTELLIGENCE

"Embed"

**BMC Helix Innovative Suite**

*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.

*“Moving to Remedy-as-a-Service was a financially viable option and allowed for a quick rollout. It has helped transform the service desk and moving towards the digital workplace transformation will further enhance our employee experience.”*

**-Parag Ghanekar,  
Avanti Communications**

*“Payback from moving to Remedy-as-a-service was immediate... upgrades are now transparent and painless.”*

**- Manuel Araque, chief of IT infrastructure and services,  
OCASO**

## BMC Helix Business Outcomes

### Speed

Containers have rapidly become the delivery model of choice in multi-cloud environments for a variety of reasons, not the least of which is faster, more frequent deployments. They enable the operational efficiency necessary to meet the speed and scale of modern business, ensuring that IT is driving the business instead of creating bottlenecks.

Along with being container-ready, Helix comes with powerful cognitive capabilities, such as intelligent chatbots and predictive analytics, that 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, especially in terms of ongoing updates and maintenance.

Helix’s cognitive capabilities, meanwhile, can help reduce support costs. For example, intelligent chatbots or virtual agents can handle Lo/L1/L2 tickets and redirect your human resources to higher-order issues, growing your overall support capabilities while reducing service costs.

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

### Improved Accuracy & Satisfaction

Helix 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.



*“Cognitive chatbots will be a key component to enabling a streamlined and cost efficient end user experience.”*

- Pauline Mulvey,  
VP Enterprise Business  
Technology, Mitchell  
International

## The BMC Helix Advantage

By integrating the “3 Cs” with industry-leading service management capabilities, BMC Helix delivers the future of service management.



**Multi-Cloud:** Helix runs on your cloud of choice, making it an ideal fit for multi-cloud environments. This enables you to deliver everything-as-a-service including Discovery, Remedy, Business Workflows, and other facets of the service management portfolio.



**Containers:** BMC is the first ITSM leader to offer a container-ready platform like Helix. Containers are a powerful, scalable new method of delivering and managing services that enable the agility and portability that are necessary for multi-cloud and hybrid cloud environments.



**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:** Helix Digital Workplace has been recognized by Gartner Magic Quadrant for providing world-class omni-channel, intelligent, and personalized experience for employees and agents across the enterprise.



**Discovery:** Helix Discovery delivers the industry’s best and most comprehensive discovery features, ensuring you have a comprehensive visibility and monitoring of all of your environments.



**Extensible:** Helix’s rich capabilities enables you to extend ITSM out into the rest of the business, helping to reduce silos, delivery bottlenecks, and support burdens.

The future of service management is faster, more accurate, and lower-cost.

**Learn more about BMC Helix the future of service management at [bmc.com/helix](https://bmc.com/helix).** ►

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