

WHITE PAPER

BMC Software IT Systems Management Express: Meeting Challenges in the Midsize Enterprise

Sponsored by: BMC Software

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IDC OPINION

Midsize organizations face even greater challenges in managing end-user support than large enterprises. Certainly budget is a perennial challenge, but smaller IT shops may not be aware of the challenges coming in the next years that are associated with ensuring system stability, tying IT requirements to business unit requirements, and automating existing manual processes.

Recent IDC research that addresses the midsize market also suggests that the biggest reason for these companies to improve the management of their IT support and service is to lower costs, which can be done when moving from intensive manual processes for managing computers to automating processes. Solutions like BMC Software's IT Systems Management Express (ITSME) can help organizations gain better control of IT by connecting the service desk to IT and the business. CIOs and managers that want to lower costs for managing support should consider this solution.

IN THIS WHITE PAPER

This IDC White Paper looks at the challenges facing midsize IT department customers in implementing and managing software changes in their IT environments. It also examines the benefits associated with using a BMC Software solution to simplify managing support for thousands of users and their machines.

SITUATION OVERVIEW

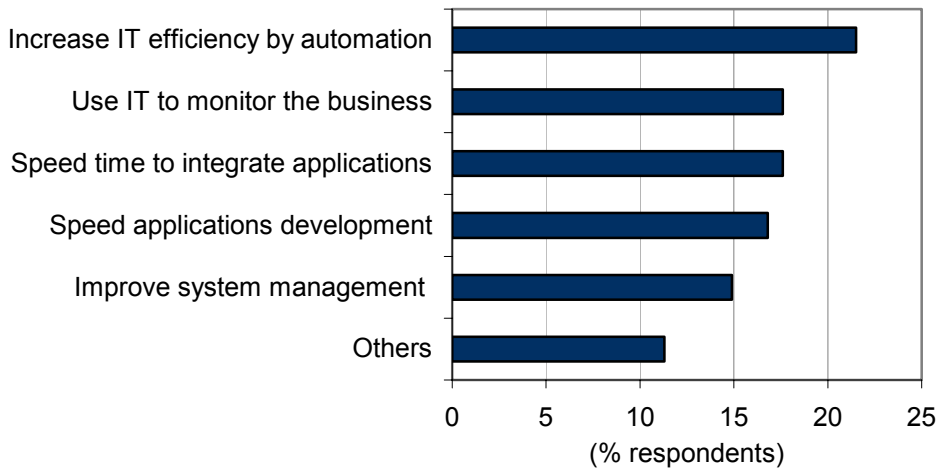
Client/server technology has evolved to become one of the mainstays of the modern workplace. Multiprocessor servers, laptops, and desktops are now commonplace among many organizations in North America and worldwide. Large enterprises have for years used software to manage the thousands or tens of thousands of machines under their control. For large businesses, concerns of managing their desktop and laptop systems have given way to focusing on the business value of installing and using these technologies. But midsize enterprises, the focus is more on the budget as well as the process. For these organizations, significant issues that may be overlooked in managing these systems include:

- ☒ Manual processes — collection of user, asset, or configuration data — may be processed with service desk and event information, if any, to integrate event management, configuration management, and service desk information. In addition, there may be no systematic process to minimize the adverse impact of errors within the IT infrastructure. As a result, providing support to individual users can be ad-hoc, reactive, and prone to errors.
- ☒ Overall software complexity requires IT managers to dedicate time to managing software applications but not much time to maintaining the basic hardware. This complexity can cause insufficient visibility into changes that may be impacting the IT infrastructure, which results in an increase in the number of reported incidents.
- ☒ A need exists for reliable/robust systems that do not require high maintenance.
- ☒ Geographically or organizationally separate help desks.
- ☒ Multiple complaints for the same problem that are not correlated and are tackled one at a time drive up the total cost of support.
- ☒ Unplanned outages disrupt the business due to system hardware or software crashes, slowdowns, or freezes.
- ☒ Regulatory compliance issues associated with monitoring system configurations maintain audit trails on system configurations.
- ☒ Identity management and password control improve security
- ☒ Implementation of OS patches in a timely manner ensures the security of the overall IT environment through.
- ☒ Manpower is required to manage other complex systems, such as backup and archiving of the desktop or laptop machine.
- ☒ Inability to identify the affected business service or assess the impact of an incident or problem.

However, containing costs, improving security, and increasing system efficiencies through automation remain the top IT goals. As Figure 1 shows, the top priority of IT departments is increasing operational efficiency through automation.

FIGURE 1

IT Goals



n = 24

Source: IDC, 2005.

Further Trends Affecting IT Departments

IT departments in the midmarket contend with the following trends.

Continued Software Adoption

Service management software continues to be adopted by organizations — small, midsize, and large worldwide — for both basic trouble-ticket reporting and escalation as well as large enterprise workflow management systems. While large enterprise adoption of IT system management software is spreading around the world, plenty of room exists within smaller organizations for adoption.

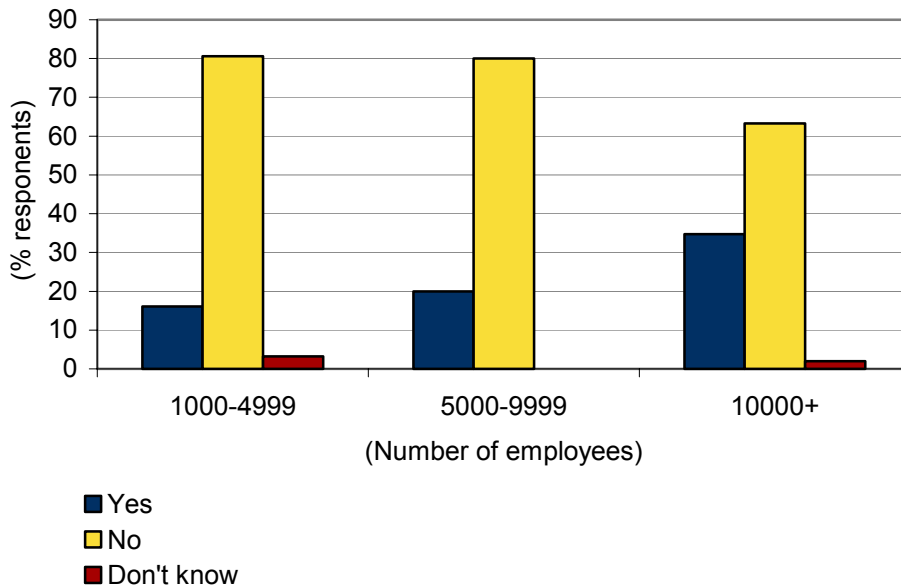
Evolutionary Changes in IT Departments

IT departments continue developing the skills necessary to work with software solutions. Organizations need time to develop a working relationship with the software vendor and gain experience working with software. More importantly, organizations require the opportunity to develop and streamline better ways of accomplishing work. This process-oriented view can take the shape of such items as using the IT Infrastructure Library (ITIL) framework. As shown in Figure 2, IDC's System Management Software Strategies survey shows that small, midsize, and large

organizations are increasingly using maturity models like ITIL that help streamline their internal processes. But interestingly, the larger organizations are almost twice as likely to use a maturity model like ITIL to identify and streamline processes.

FIGURE 2

Use of Maturity Models/Frameworks



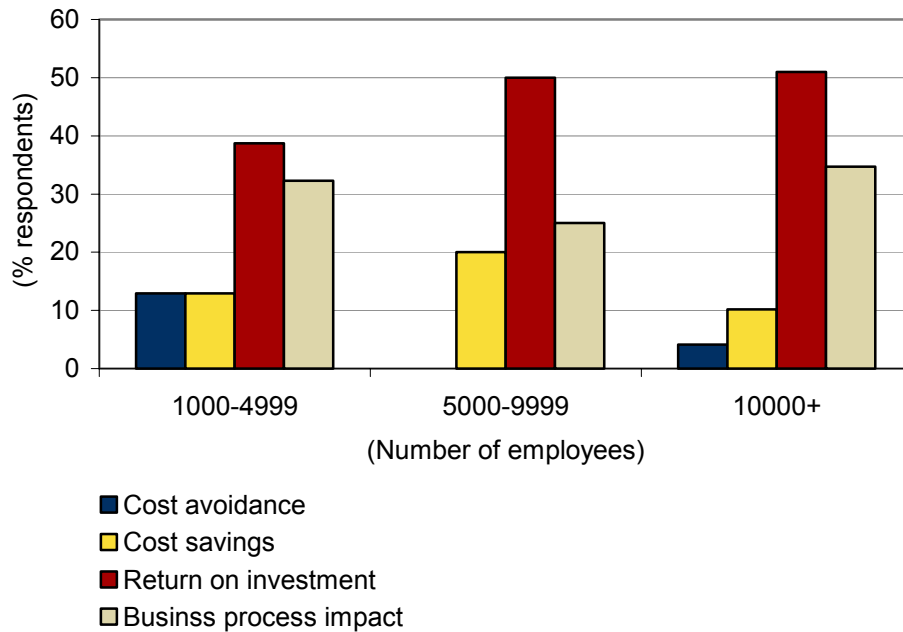
Source: IDC System Management Software Strategies Survey, Oct 2005

Requirement of Return on Investment (ROI) or Total Cost of Ownership (TCO) Validation for Purchasing Software

Frequent requests about how value is shown are important, but what is interesting is that, frequently, the customer has limited insight into calculation of ROI or TCO. In fact, ROI was the most important factor to be considered when IT departments prioritize purchases. Again, from IDC's System Management Software Strategies survey, Figure 3 below shows that business process impact was the second most important factor — a close second for IT departments within companies with between 1,000–4,999 employees.

FIGURE 3

Prioritizing Purchases



Source: IDC System Management Software Strategies Survey, Oct 2005

What is needed to address these trends and issues is a solution that can force a systematic, automated solution and eliminate manual processes. This solution should also be easy to implement and should integrate multiple functions, such as those for the help desk, change and configuration management, identity management, and application monitoring.

BMC Software

BMC Software, headquartered in Houston Texas, is as well known for its large enterprise software as for its leadership in business service management. And with the acquisition of the Remedy software business back in 2002, BMC Software certainly had much to offer larger organizations that needed system management solutions focused on event automation or mainframe management, but also offered a larger solution based on service management with a workflow engine. BMC's acquisition of Marimba broadened BMC's solution set into the change and configuration management software market.

But with the Magic Solutions acquisition in 2003, BMC was able to provide a solution set that focused on the service desk that was supporting midsize organizations as well as small and large organizations. BMC is positioning the Magic product line (now called the BMC Service Desk Express Suite) squarely on the small and midsize enterprise within the BMC product family. This positioning offers small and midsize customers a solution from a financially sound company.

With the recent launch of BMC IT Systems Management Express, BMC takes customers beyond the service desk. This offering can address the key issues that impact the midsize company and were discussed earlier in this IDC White Paper. The total BMC IT Systems Management Express solution set provides five key integrated components:

- ☒ **Service management.** Automates service request processes and supports core ITIL best practices for incident and problem management.
- ☒ **Change management.** Minimizes business risk by enabling the tracking and monitoring of changes to reduce incidents and helps companies with regulatory compliance.
- ☒ **Identity management.** Reduces the complexity and cost of securely managing disparate users and resources, while providing the service desk with an audit trail for compliance.
- ☒ **Application monitoring.** Drives down operating costs and improves service by remotely monitoring availability of network devices, systems, and application infrastructure, and automatically opening trouble tickets when an event occurs.
- ☒ **Configuration Management Database (CMDB).** Populated by the inventory manager, the CMDB provides the service desk with the ability to automatically populate hardware and software information to the trouble ticket, removing manual steps from the process of creating a ticket.

These pieces, working together, provide IT departments with a solution set that can help IT departments move up the maturity model toward a value-added solution for their own customers.

FUTURE OUTLOOK

BMC Software continues providing solutions for the small to midsize business. In fact, the company has solutions for remote management and software distribution, both of which support the existing change and problem management functions.

In the future, BMC intends to not only continue existing product development for these solutions, but also to expand its partner network to sell and support the software it sells to the midmarket enterprise. This should be helpful to customers that are looking for a partner to provide not only a good software solution for sale, but to also provide the service, training, and support they need long after the sale has been made.

Meanwhile, the overall problem management software, and change and configuration management software markets will continue growing. Current IDC forecasts for these markets have them growing due to trends listed above discussing software complexity and IT maturity model views of processes within the IT organization.

CHALLENGES/OPPORTUNITIES

BMC Software's client/server-focused product line, as well as the ITIL maturity model, creates opportunities within the BMC product line to realign and refocus solutions that address problem management, event automation, change and configuration management, and other infrastructure software products. The company has already made significant product announcements on aligning its product line toward ITIL, and arguably led its competitors to focus on ITIL, creating the concept of a common management database. Moving forward, BMC needs to address the following challenges:

- ☒ **Effectively focusing on the smaller business.** Although IT service management is a strong part of the BMC product line, focus on the small and midsize enterprises has not, until the acquisition of Magic Solutions, been a priority. BMC moving forward must continue to demonstrate its commitment to the small and midsize business by continuing to spend R&D funds for this product line at the same percentage rate that it spends for its other products.
- ☒ **Moving beyond the mainframe.** Although BMC's current product line is increasingly focused on IT service management, the mainframe software product line is not the growth stream that it once was. The challenge here is not that the mainframe will go back to rival the vision that BMC's service management solutions enjoy, but that it will hinder the growth of the ITSM part of the product line and remove resources and investment from that part of the product line.

CONCLUSION

Smaller IT shops may not be aware of the challenges coming in the coming years that are associated with ensuring system stability, tying IT requirements to business unit requirements, and automating existing manual processes. Recent IDC research also suggests that the biggest reason to manage internal processes is to lower cost, which can be done when moving from intensive manual processes for managing computers to moving to automated processes. As shown earlier, IDC's System Management Software Strategies survey shows that while the majority of small, midsize, and large organizations are not using models that help streamline their internal processes, the number of organizations within North America adopting automated approaches is growing at a very fast pace.

With the Magic Solutions acquisition in 2004, BMC was able to provide a solution set that focused on the service desk that was supporting midsize organizations as well as small and large organizations. As a result, BMC's new offering, IT Systems Management Express, positions the company so that it offers the midsize IT organization an integrated solution that addresses change and configuration management, identity management, infrastructure management, event and problem management processes and issues.

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