

BMC Customer Advantage Program

Focus on return on investment and business value results with the Customer Advantage Program

OFFERING DESCRIPTION

In today's fast-paced world of digital business, delivering measurable business outcomes from IT is essential. The Customer Advantage Program provides you with a focused approach where your **objectives** drive BMC's partnership priorities and your **initiatives** direct BMC's post-sales actions. The program uses your business needs to shape a **roadmap** for BMC solution maturity and adoption, enhances your **operations** by exploiting BMC's industry experience and good practices, and prepares your teams to perform at their highest levels so that your investment produces quantified value. With the Customer Advantage Program, our **joint relationship** creates strategic alignment to realize maximum value for you.

BUSINESS CHALLENGE

IT organizations today are challenged to deliver digital transformation at speed and scale to help drive business innovation. This requires a shift in focus from implementation and day-to-day operation of technology to a focus on leveraging technology to enable desired business outcomes. You need support from your key technology partners, with a deep understanding of your business objectives, to ensure that your critical initiatives quickly and measurably deliver the highest possible return on investment.

BMC SOLUTION

The Customer Advantage Program is an offering to drive your success and accelerate return on investment and business value. Led by an assigned **Customer Success Executive** and supported by an **Executive Sponsor**, the Customer Advantage Program partners with you to understand your business goals, jointly develops a success plan focused on those objectives, and provides ongoing measurement and governance to **achieve your desired business outcomes**.

KEY FEATURES

The BMC Customer Advantage Program drives success and ensures business value.

- Assigned Customer Success Executive
- Executive Sponsor
- Tailored Customer Success Plan
- Value Metrics and Measurement
- Quarterly On-site Business Reviews
- Governance Model
- Preferred Access to BMC Resources
- Solution Adoption Tracking
- Industry Experience and Good Practices

KEY BENEFITS

- Your **Objectives** drive BMC's partnership priorities
- Your **Initiatives** direct BMC's post-sales actions
- Your **Business** shapes a roadmap for solution maturity and adoption
- Your **Operations** exploit BMC's best practices
- Your **Teams** perform at their highest level
- Your **Investment** produces quantified value
- Our **Joint Relationship** creates strategic alignment to realize maximum value

OFFERING DETAILS

- Assigned Customer Success Executive

A BMC Customer Success Executive to serve as the single point of accountability to govern and drive outcomes through the BMC post-sales lifecycle

- Executive Sponsor

A BMC executive that partners with your principal executive sponsor to ensure overall customer success

- Tailored Customer Success Plan

Jointly developed plan tailor-made to focus on your business outcomes and associated activities

- Value Metrics and Measurement

Joint process to measure and communicate value that aligns with your business objectives and benefits derived from BMC solutions

- Quarterly Onsite Business Reviews

Regular governance checkpoints to maintain alignment with BMC on progress toward desired outcomes and return on investment

- Governance Model

Ongoing governance over the execution of the mutually agreed upon Success Plan

- Preferred Access to BMC Resources

Expert help (e.g. Research & Development, Solution Architects, Product Management) to assist with achieving your desired outcomes

- Solution Adoption Tracking

Review of solution adoption and maturity, with recommendations for improvement

- Industry Experience and Good Practices

Proactive recommendations for adoption and utilization of BMC products based on industry experience and good practices

FOR MORE INFORMATION

Contact your BMC Account Representative for pricing and availability information for your region and products. For more information about the BMC Customer Advantage Program, visit bmc.com/support

BMC is a global leader in software solutions that help IT transform traditional businesses into digital enterprises for the ultimate competitive advantage. Our Digital Enterprise Management set of IT solutions is designed to make digital business fast, seamless, and optimized. From mainframe to mobile to cloud and beyond, we pair high-speed digital innovation with robust IT industrialization—allowing our customers to provide intuitive user experiences with optimized performance, cost, compliance, and productivity. BMC solutions serve more than 15,000 customers worldwide including 82 percent of the Fortune 500®.

BMC – Bring IT to Life



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